

# LIFE



IN THIS ISSUE  
**THE SEARCH FOR THE  
BONES OF ST. PETER**  
EXCLUSIVE COLOR PICTURES

**MYSTERY FLIGHT**  
MRS. ANNE BROMLEY

MARCH 27, 1950

**20**

CENTS

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yours to love...

...for keeps



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**MODELS WANTED**—by Community and Jon Whitcomb, famous illustrator and creator of the Whitcomb Girl, to pose for paintings like this.

Four girls will win { **TRIP TO NEW YORK** with chaperon or husband—all expenses for both paid for one week (approximately 3 days)  
**\$100 A DAY** while posing  
**\$100** cash for incidentals  
**ORIGINAL** of \$2,000 Whitcomb painting

This is an honest search for fresh, undiscovered faces. TO APPLY: Take your photograph to your jeweler or silverware department, get an application blank. Mail before midnight, May 1.

*Community*  
THE FINEST SILVERPLATE

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April "showers" delight May brides—if they're showers of Community\*—the finest silverplate. Now at your jeweler's in five exciting patterns—each wear-protected with Community's own solid silver "Overlay," each budget-wisely priced. (Dinner services for eight start at \$49.75.) No federal tax.

**PATTERNS TO LIVE WITH . . . PATTERNS TO LOVE**

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# Keep your **WHOLE** mouth **WHOLESOME!**



**Play safe—keep your mouth and breath** more wholesome, sweeter, cleaner—by guarding against tooth decay and gum troubles *both*. Never risk

halfway dental care. Always use *doubly-effective* Ipana care for healthier teeth, healthier gums—better all-around protection for your whole mouth!

## Fight tooth decay and gum troubles Both!

**Only one leading tooth paste is designed to do both—provide double protection\***

To enjoy a healthier, more wholesome mouth—you must fight tooth decay. But, dentists warn, *don't stop there*—fight gum troubles, too!

For unhealthy gums cause more tooth losses than decay . . . and, along with unhealthy teeth, breed unpleasant breath.

So guard against **BOTH**—tooth decay and gum troubles—with *doubly-protective, doubly-effective* Ipana care.

*No other dentifrice* has proved more effective than Ipana in fighting tooth decay. For *every* time you use Ipana, you help remove the sticky coating that traps decay bacteria.

*And no other leading tooth paste* is specially designed to stimulate gum circulation—promote healthier gums.

Get this double protection—keep your whole mouth “Ipana wholesome.” You'll enjoy that wholesome, refreshing Ipana flavor, too.

### **\*Here's doubly-effective Ipana care**

1. Between regular visits to your dentist, brush all tooth surfaces with Ipana at least twice a day.
2. Then massage gums the way your dentist advises. Ipana's unique formula reduces tooth decay, promotes healthier gums—helps keep your *whole* mouth *wholesome*. Get Ipana today.



## Healthier teeth, healthier gums... **IPANA for Both!**

This One



Y8U7-W74-00WW

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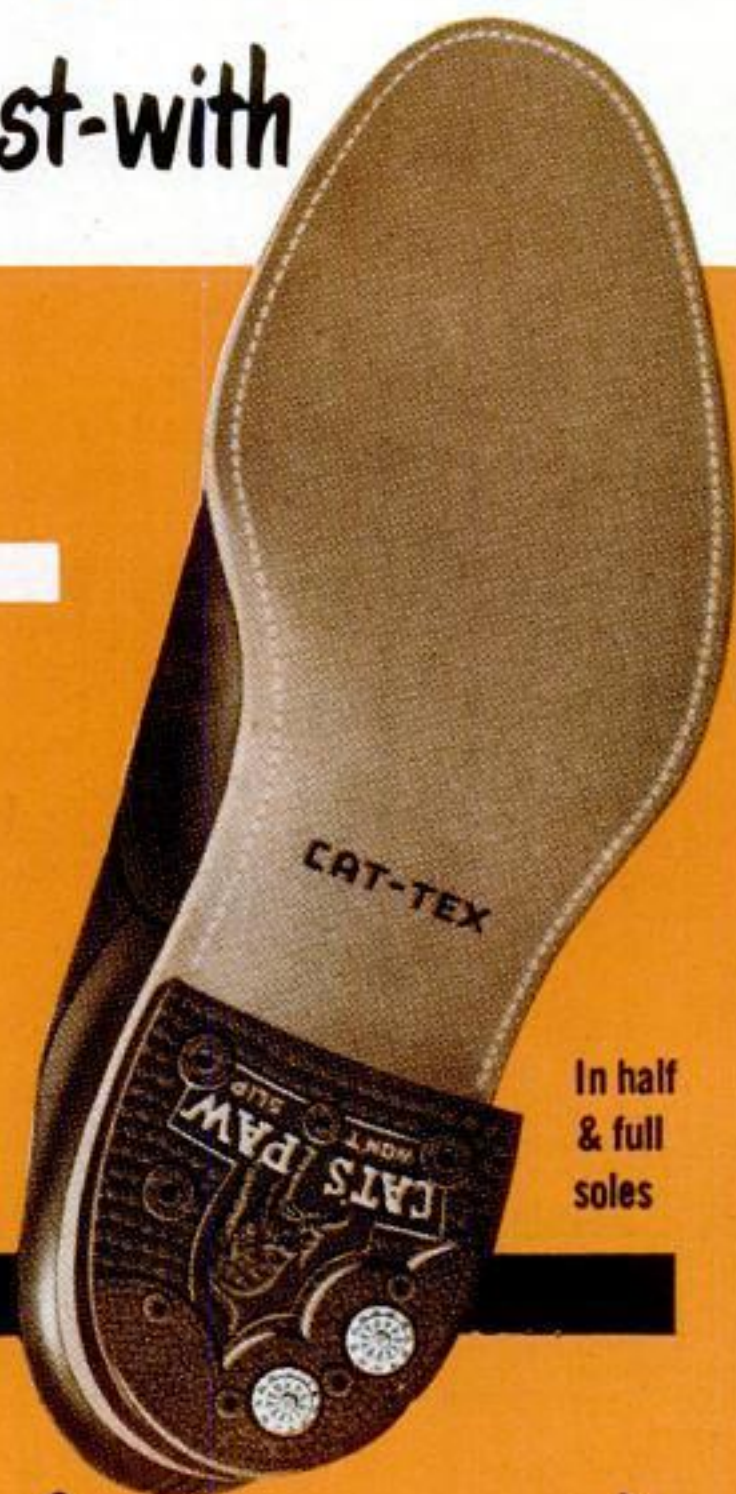
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**I can make  
your old  
shoes like  
NEW!**

at less than half the cost-with

**CAT-  
TEX**



In half  
& full  
soles

the very **SOLE** of economy!



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& full  
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**Not rubber! Not leather! Not plastic!**

Your shoe repairer has the secret of *longer life* for your shoes! Ask him for CAT-TEX, the wonderful sole that makes and keeps old shoes *new-looking*—at less than half the cost of a new pair!

CAT-TEX gives you *double* the wear, *double* the value, *double* the savings. CAT-TEX is everything you could want in a sole—lightweight, waterproof, non-slip, non-marking, comfortable all year 'round. Best of all, CAT-TEX stretches your shoe repair dollars more than *twice* as far!

**2 styles — Regular and Twin Grip!**

Regular CAT-TEX soles are ideal for dress, business and everyday shoes. Twin Grip CAT-TEX are perfect for heavy wear, especially on children's shoes. Put on CAT-TEX today—don't put it off!

**AT ALL FINE SHOE REPAIRERS—AND ON NEW SHOES**

A product of Cat's Paw Rubber Co., Inc., Baltimore 30, Maryland — makers of famous Cat's Paw Twin Grip, non-slip, rubber heels and soles.

For all the  
family's shoes



## LETTERS TO THE EDITORS

### THE WHITE QUEEN

Sirs:

Ruth Khama impressed me as being one of the most courageous women I have ever read about ("The White Queen," LIFE, March 6). Her gallantry is to be admired as much as the hero's on the battlefield. I can only think that she certainly must love her Seretse with a deep and completely unselfish love. Although many may condemn her, I think most of us would give a king's fortune for one tenth of her "guts."

CAROL J. BONAR

Wheeling, W.Va.

Sirs:

As to what this white woman has done I can only say such a choice of life indicates a warped or perverted mind, unnatural and hideous.

She is shunned by her white neighbors. This feeling is perfectly natural, and it is to be hoped it will prevail as long as the world stands. . . .

JOHN C. HALBROOK

Belzoni, Miss.

Sirs:

Not long ago I visited Bechuanaland as the guest of Chief Tshekedi—an adventure of which I have made detailed account in my new book, *Black and White*. My observations would lead me to suspect that Seretse and his white queen will be confronted with administrative tasks beyond the capacity of their inexperienced heads and hands. Ruling Bechuanaland is no joke. In addition, I am disposed to doubt that Chief Tshekedi has abandoned the political arena and his one-man job as ruler of the country.

MARTIN FLAVIN

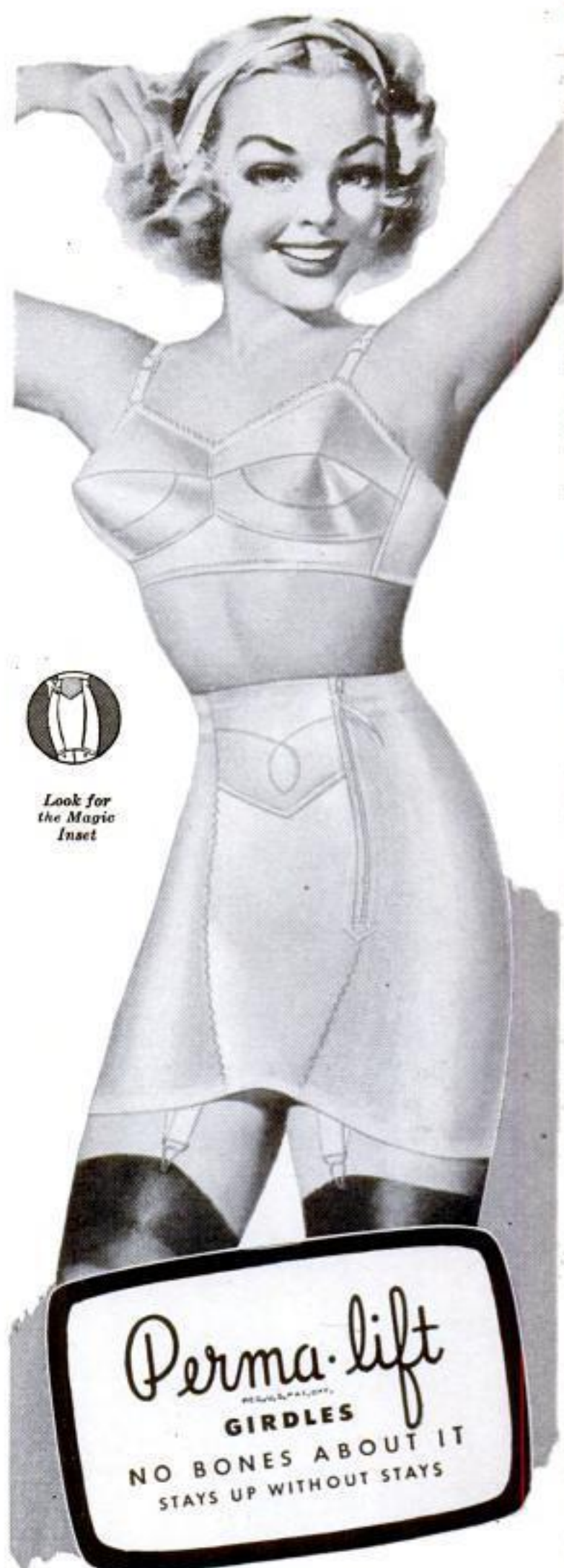
Chicago, Ill.



SERETSE IN ENGLAND

● LIFE thanks Pulitzer prize winner (*Journey in the Dark*) Martin Flavin for his background information. Actually, by last week, both Seretse and Tshekedi had been banished from Bechuanaland. In London, after almost a month of bitter haggling with the British Commonwealth office, Seretse angrily refused \$3,000 annually if he and Ruth lived anywhere in the world except Bechuanaland. In the House of Commons, Conservative Leader Winston Churchill defended Seretse and was supported by some Labor members of Prime Minister Clement Attlee's already shaky government. And 5,500 miles away, in his native land, there was even stronger expression in favor of Seretse. The British High Commissioner invited the Bamangwato chiefs to hear the news of Seretse's exile. None of them appeared. Instead they posted a heavy guard around Ruth's

CONTINUED ON PAGE 4



Look for  
the Magic  
Inset

Only **PERMA-LIFT** Girdles  
have the Magic Inset

*No Bones About It—  
Stays Up Without Stays*

Whether you're on a social spree or a workaday whirl, you're the picture of fashion with a new "Perma-lift"\* Girdle. Here's the brightest, lightest, smartest, smoothest girdle you ever wore and oh! so comfortable. Not a bone or stay to poke or pinch—just the lasting stay-up smartness of the Magic Inset delicately designed in the front panel. Your dainty "Perma-lift" Girdle can't roll over, wrinkle or bind—it stays up without stays. Select the style just right for you at your favorite corset department—\$5.00 to \$12.50.

Also enjoy a "Perma-lift" Bra—America's best loved bra with "The Lift that never lets you down".

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# Have you ever seen a **MILLION**?



## **A million of anything?**

There are about a million dots in the entire panel above — so tiny and close they look like solid gray. But count 'em if you care to!

If each dot stood for one telephone, it would take 40 times this many dots to represent all the telephones in all the United States.\*

\*33 million in the Bell System, 7 million in independent connecting companies.

That may give you some idea of the size and complexity of the job of connecting you — in a matter of seconds — with one particular telephone among those 40 million.

It may be 40 or 400 miles away—in a crowded city or a crossroads town. But your Long Distance operator finds it for you quickly and

courteously. And you enjoy a friendly visit or settle a business deal almost as if you were face to face.

The simple fact that you can talk to any one of 40 million telephones at any time and at low cost is a measure of the value of your telephone to you.

**BELL TELEPHONE SYSTEM**





Millions from  
coast to coast prefer

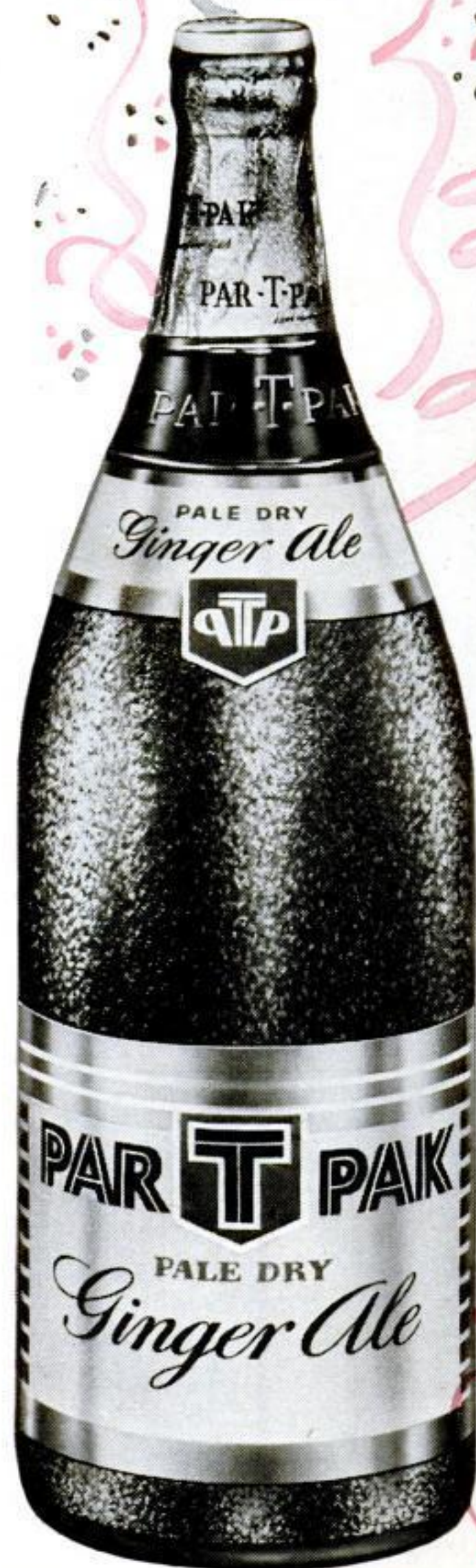
Extra  
sparkle!  
Extra  
flavor!

**PAR T PAK**

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BIG, BIG  
quart bottle  
serves six!

By the  
makers of  
ROYAL CROWN  
COLA!



TODAY IN MANY AREAS, PAR-T-PAK is No. 1... outsells all competition! Young folks love the refreshing full flavors... in the big economy bottles that are perfect for parties!



THERE'S EXTRA SPARKLE at parties whenever PAR-T-PAK is served! For PAR-T-PAK "mixers" are so sparkling they stir as they pour! No longer do highballs have to be swizzled or stirred!



KIDS LOVE PAR-T-PAK's lively, tangy flavors! And Mom loves those big, BIG, full-quart bottles that serve six. Yes, from East Coast to West, delicious, full-flavored PAR-T-PAK is best!

other  
flavors include—

- SPARKLING WATER
- TOM COLLINS MIXER
- ORANGE
- COLA
- ROOT BEER
- GRAPE
- STRAWBERRY

## LETTERS TO THE EDITORS

CONTINUED

hill-station retreat. While Tshekedi moved out of Bechuanaland, all the Bamangwato settled down to a quiet yet ominous snubbing of British officialdom. Meanwhile, as Seretse waited in England for his case to be debated in Parliament, another problem arose to trouble the green hills of his homeland—the Union of South Africa has begun pressing its claim to Bechuanaland.—ED.

### SPRING

Sirs:

It was such a pleasant relief to find that delightful little ode to spring ("Petunia Time," LIFE, March 6).

May the south wind caress the author's brow. May the song of the meadowlark be ever in his nostrils. The Order of the First Robin is herewith bestowed upon him—he may even awake some bright morning with a nest of robins in his hair.

HELEN M. ETNIRE

Wichita, Kan.

### POST-MORTEM

Sirs:

In one of your recent issues there was an article called "The Soul-Searchers Find No Answer" (LIFE, Feb. 27).

I note you were good enough to quote from my article in *Air Affairs*, but taken from its context it leaves an erroneous impression of the whole content of the article. You omitted my qualifying phrase "until safe and sure control is obtained," leaving the impression that I might be advocating atomic armament for its own sake.

The essential points of my article were: the necessity for truly effective international atomic control, that we should welcome any Soviet proposal—or of any government—which would contribute to that end but that, if the Soviets persist in their refusal to agree to effective international control, "we must hold our resources together, with each of us conscious of the obligations we must bear."

Mine was not a message of confusion and despair but of courage to face what lies before us "steadfastly and resolutely with faith in the civilization we defend. The acid test of the strength of any society is the self-discipline of its adherents."

BERNARD M. BARUCH

New York, N.Y.

### A FRIEND FOR PHLOEO

Sirs:

My pileated woodpecker, Throckmorton of the Alabama Throckmortons, sub, blew his scarlet top when shown a copy of LIFE ("Pileated and Pampered," March 6) featuring a picture of Phloeo, the pileated lady belonging to Dr. Hoyt of Cornell University. Especially incensed was he at the statement, "Phloeo is probably the world's only pileated woodpecker living in captivity." After some choice avian profanity he calmed down to the point of dropping the redwood door which he had just chewed off its hinges and requested that I set the records straight.

Throckie was born in a dead gum tree in Alabama, May 1949, and resides with me under scientific federal and state permit in his spacious outdoor apartment and, like Phloeo, thrives on a diet of Pabulum, milk and multiple vitamins, augmented by occasional meal worms. Particularly proud is he of his tall scarlet crest, not to mention a full set of utility tail feathers.



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since whiskers went out!

**BENEX**

Makes beards 1/5 water!



At last—shaving's a snap! New Benex makes your beard soak up 1/5 its weight in water—so your razor just whizzes through! Easy on, easy off—won't clog razor or drain. Try new Benex today!

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**Edgeworth**  
comes in a  
**REAL**  
**POUCH!**



- Fits snug in your pocket—like a handkerchief
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Enjoy today's super-mild Edgeworth



CONTINUED ON PAGE 7





Here's why leading car makers and the public prefer this great tire: It gives . . .

A SOFTER RIDE!  
A SAFER RIDE!  
FEWER CAR REPAIRS!  
MORE MILEAGE!

*Super cushion* by  
**GOOD YEAR**

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

SUPER-CUSHION T.M.—THE GOODYEAR TIRE & RUBBER COMPANY

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BAUMAN-GREENE

NEW FACTS ON MIRACLE-TUFT

50c

Hits the spot (*all 84 of them*) — inside, outside, in between!

25 bristle-tufts . . . 800 bristle-ends! And how they do go to work—brushing tooth surfaces sparkling clean! Hitting even those hard-to-reach, in-between spots. That's because the brushhead of the Dr. West's is scientifically *curved two ways* to reach every tooth better. The

"Exton" bristles of this miracle brush are waterproofed, too, for more effective cleansing. And every Dr. West's comes *sealed in glass* for extra protection. Your choice of the four brushhead designs shown at the lower right. Each the finest brush money can buy. Each 50¢.



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INSIDE



CLEANS  
OUTSIDE



CLEANS IN  
BETWEEN

Double-Convex  
"Regular"

Two-Row  
"Professional"

Straight-Top  
"Oro"

Three-Row  
"Powder"

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# Enjoy this Sunsweet Nightcap-



## feel better tomorrow

Here's a delicious nightcap that works wonders for you.

It's Sunsweet Prune Juice—taken at bedtime instead of heavy foods that disturb sleep and put on fat.

It tastes wonderful. You'll sleep better. And there's an *extra* reason it's good for you.

### ONLY SUNSWEET HAS THIS REGULARITY ADVANTAGE

Sunsweet is a grand aid to regularity. And unlike other prune juices it never varies in laxative strength. The exclusive new "C-L Process"\* makes every glassful the same.

Get Sunsweet at your grocer's today and try it tonight.

P. S. Heating Sunsweet makes it extra good—helps bring swift sleep.



as prepared and distributed by the makers of  
**MOTT'S FINE FRUIT PRODUCTS**

\*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

## LETTERS TO THE EDITORS

CONTINUED

As a matter of fact, this being spring, he expressed a willingness to correspond with Phloeo—"not a bad-looking tomato," was the way he put it.

ANDY BLALOCK

Orinda, Calif.



THROCKMORTON (RIGHT)

Sirs:

If Dr. Hoyt's tailless pileated woodpecker were getting her full complement of vitamins and calories, beetle-infested trees of the Cornell University campus might fear for their future! In Yosemite National Park, where these large birds are fairly common, woods ring to their chopping; on occasion a pileated pecker will actually topple a dead tree. This white fir tree (*below*) was 10 inches in diameter. Shortly after the photograph was taken, the pileated woodpecker completed its girdling of the trunk, and the tree crashed to the ground.

RICHARD G. BEIDLEMAN

Fort Collins, Colo.



PECKED TREE

### DISTINGUISHED CORPSES

Sirs:

Would it be indiscreet to ask how many hundreds of thousands of dollars it cost the American taxpayers to bury the two Hohenzollerns and the two Hindenburgs ("The Case of the Distinguished Corpses," LIFE, March 6)?

DUNCAN MCCONNELL

Oakmont, Pa.

● The Hesse government paid the bill.—ED.

Sirs:

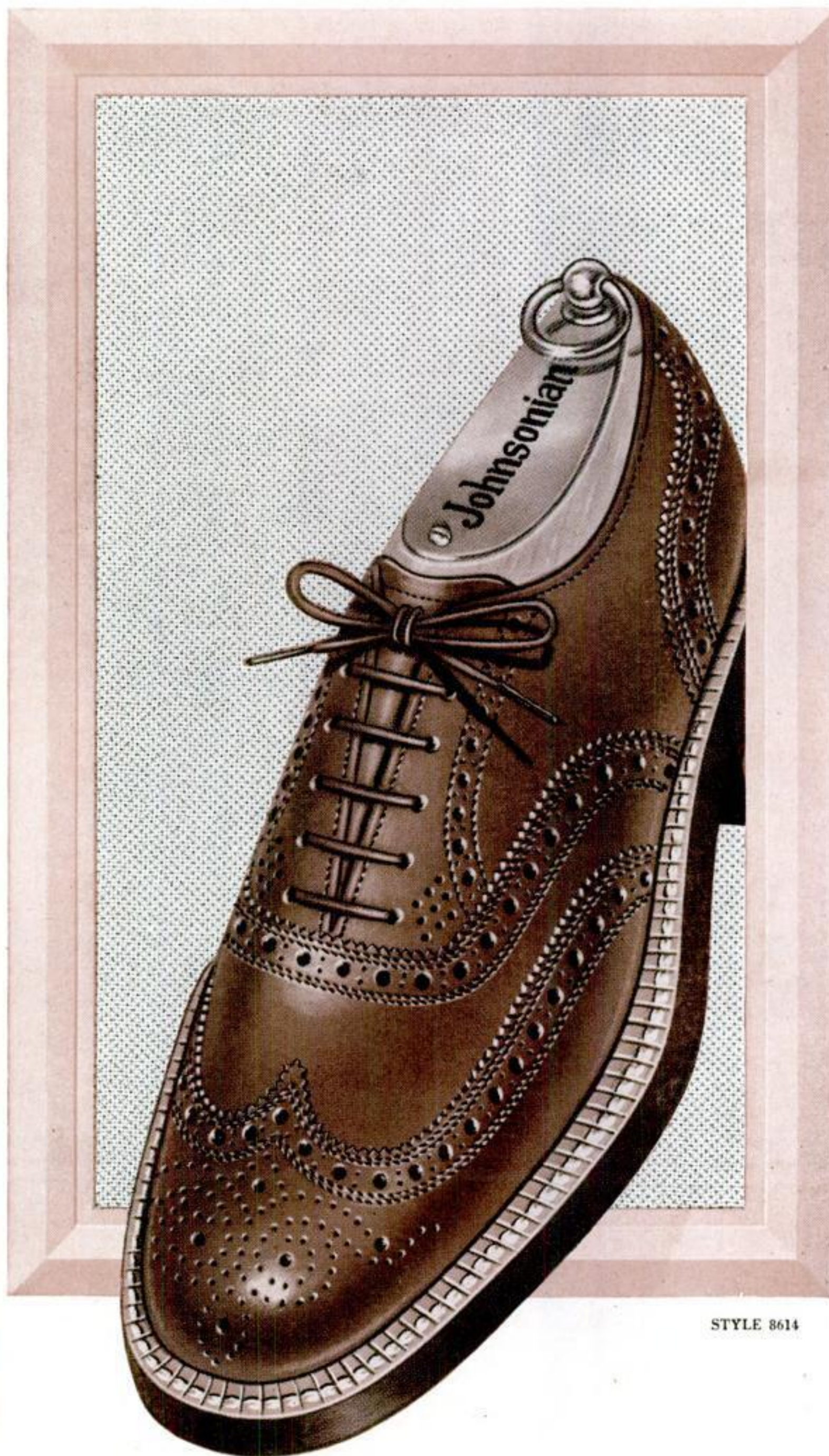
Not only Hindenburg was buried against his will. Frederick the Great, who wanted to be laid at rest on the terrace of his summer residence, Sans Souci, was buried under the pulpit of Potsdam's Garrison Church.

At the very same place, over the graves of Frederick Wilhelm I and Frederick the Great, Hindenburg consecrated his alliance with Hitler and laid the groundwork for the final destruction of Prussia 12 years later.

ERNEST NASH

New York, N.Y.

CONTINUED ON NEXT PAGE



STYLE 8614

## Picture your feet in Johnsonians

for **STYLE** • for **COMFORT** • for **WEAR**

Step into this picture! Put your feet in Johnsonians... you'll find comfort from the very first step... the last word in styling in every pair... *plus* careful crafting of fine leathers for longer wear. The picture is complete at a price you've been looking for! For name of your dealer, write to: Endicott Johnson Corp., Endicott (1), N. Y., St. Louis (2), or New York (13).

\$8.95 to \$9.95

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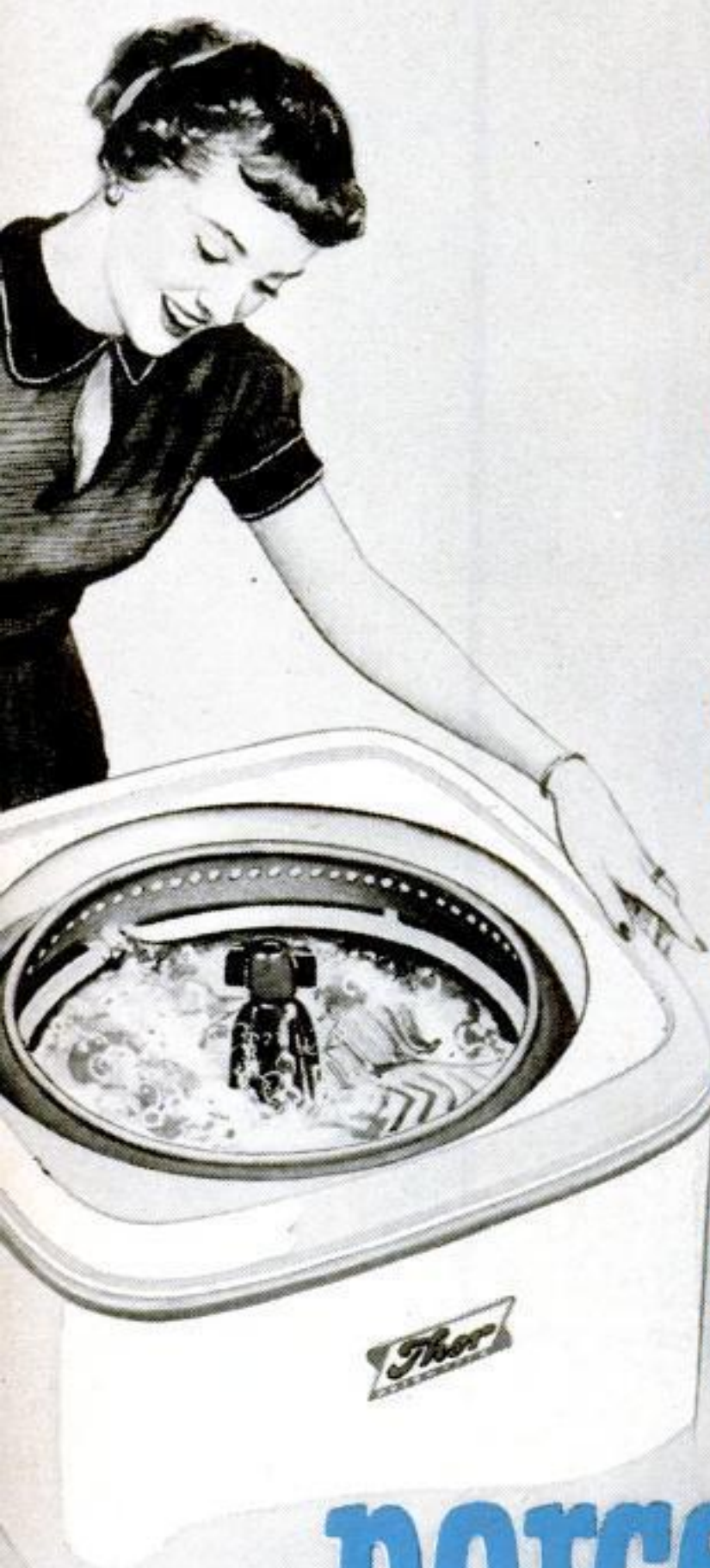


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There's a Better Way to Wash

# THE 1950 Thor WAY!



from  
suds to  
spin-dry  
in a  
single  
porcelain tub

Your hands are never in water — never touch clothes until ready for the line. No lifting; no tired back; no hard work. You just flip a switch . . . and your Thor does it all while you relax!



**THOR Agitator Washing** — Gentle, fast, gets soiled clothes really clean—world's finest washing.

**THOR Single Tub Spinner**—Gets out 25% more water than wringers—no squashed clothes.

**THOR Overflow Rinse**—With agitator action and completely flexible timing. The world's finest rinsing.

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**SPINNER-WASHER**

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## LETTERS TO THE EDITORS

Sirs:

I'm one of the GIs in the original group who went down into the salt mine and dug through the 6-inch wall. When we got inside we found, on top of Von Hindenburg's casket, a large wreath, "From Adolf Hitler."

VERE B. MCGHIE

Ogden, Utah

Sirs:

"The Case of the Distinguished Corpses" is the funniest thing I have read in LIFE.

H. M. TOPHAM

San Francisco, Calif.

### THE "GREAT RIVER"

Sirs:

Congratulations on the characteristic freshness of presentation and the splendid layout and typography of "The Mississippi" (LIFE, March 6). The pictures and editorial comments reveal the character and traditions of the great heartland of America and should deepen the understanding of our country among the readers of LIFE INTERNATIONAL throughout the world.

PERRY T. RATHBONE  
Director

City Art Museum  
St. Louis, Mo.

### PIECES OF EIGHT

Sirs:

I now know where to obtain my first million ("Lost Treasures of the Americas," LIFE, March 6). Thanks.

STEPHEN H. TYLER

Westboro, Mass.

CONTINUED ON NEXT PAGE

Please  
send



to \_\_\_\_\_ NAME

\_\_\_\_\_ ADDRESS

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For Quick, Delicious Lunches  
at Home —

## HOT MEAT SANDWICHES



### HOT MEAT SANDWICHES

Slice cold meat. Add to one can Franco-American Beef Gravy in a saucepan. Heat thoroughly. Serve on white or whole wheat bread or toast.



Made from the juices of selected beef... with that genuine roasting pan flavor! Delicious served hot with any meat-and-potato dinner. On sandwiches. In stews. Or add it to make your own gravy s-t-r-e-t-c-h.

**Franco-American Beef Gravy makes the meal!**

GOOD...  
any old time!



G. SOGLOW

the cracker  
with  
that swell  
cheese  
flavor



America's  
largest selling cheese cracker!

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TOUGH-FILM PENNZOIL® MOTOR OIL & LUBRICANTS  
AT BETTER DEALERS... COAST TO COAST

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

I have been doing research on the lost treasures for several years. There was more information in capsule form in your article than I have been able to find anywhere.

D. KIRKE ERSKINE

Lake Forest, Ill.

Sirs:

You neglected to mention the Alston treasure, roughly estimated at \$3 million in gold and silver, buried in crocks somewhere beneath the tottering ruins of old Fort San Carlos at Pensacola, Fla.

Truly, for romantic qualities, the tale of this cache stands supreme—involving such famous personages as Aaron Burr, his beautiful and accomplished daughter Theodosia, her husband and governor of South Carolina, Joseph Alston, Andrew Jackson and the infamous pirate, Stede Bonnet.

WILLIAM HODGES

Weehawken, N. J.

Sirs:

Conspicuous for its absence in your story: During the Civil War period a quantity of gold slugs said to be worth \$32 million left San Francisco aboard the *Yankee Blade*, bound for the east coast via Cape Horn. It ran into foul weather off Point Arguello, Calif. and sank. As recently as 1948, divers located the hulk and the vault containing the gold. Salvage operations failed because of ocean currents and the fact that the wreck is under the hulks of seven U.S. destroyers wrecked within 10 minutes of each other in 1923.

WALKER A. TOMPKINS

Santa Barbara, Calif.

Sirs:

I have a correction to offer. This I do in the interest of good scholarship, to say nothing of preventing potential gold-seekers from wandering aimlessly along Costa Rican coasts. The *Golden Gate* caught fire at sea July 27, 1862



approximately 15 miles northwest of Manzanillo, Mexico and was beached by her captain. Reports made at that time establish her specie loss at about three times that reported in your article (\$500,000).

ROSS B. WEST

New Haven, Conn.

● LIFE's apologies to Reader West for misplacing what was indeed a \$1.4 million treasure.—ED.

Sirs:

Your map suggests that all treasure is found on the coast, or near it, in salt water. But a treasure variously valued from one to five million dollars is somewhere in western Pennsylvania.

Gathered in New Orleans, it was earmarked for General Washington. After coming up the Mississippi and Ohio rivers and thence into the Allegheny river, the treasure went overland by pack train. It was last seen as it passed through what is now known as Du Bois and St. Mary's. Later, about 1800, Indians who came to Williamsport to trade had gold which seemed to

CONTINUED ON NEXT PAGE

# No Dust Bag to Empty

DO IT  
with LEWYT

World's  
most modern  
Vacuum Cleaner

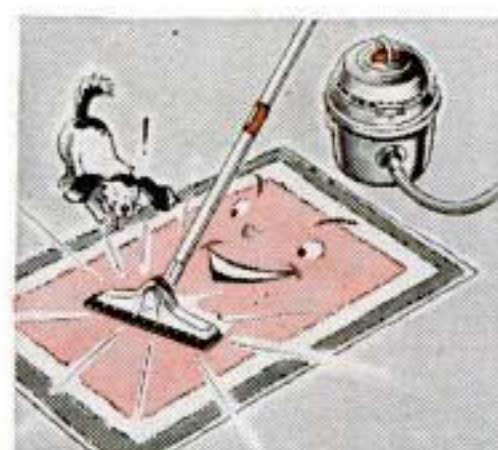


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Good Housekeeping

APPROVED BY UNDERWRITERS' LABORATORIES



IT'S QUIET—NO ROAR!  
Powerful, yet quiet! Even  
cleans the nursery with-  
out waking the baby!



PRESERVES YOUR RUGS!  
No. 80 Carpet Nozzle  
gets more dirt, threads,  
hairs with less rug wear!



10 SPECIAL ATTACHMENTS  
Everything you need for  
all cleaning jobs. Com-  
plete—no extras to buy!

- **NO MUSS! NO FUSS! NO DUST BAG!** Nothing to shake out! Lewyt's metal Dust Bowl empties clean in seconds!
- **NO LEAKING DUST!** Lewyt's 4-way filtered air is hospital-clean! Allergy sufferers love their Lewyts!
- **NEW MAGIC "ENERGIZER!"** Only Lewyt automatically maintains peak cleaning power—it can't "choke-up"!
- **SWEEPS BARE FLOORS...** does your "dusting"... cleans drapes... sprays paint... waxes linoleum... de-moths closets!
- **NO TELEVISION INTERFERENCE!** Lewyt's exclusive "Video-pak" prevents distortion of radio and television reception.
- **LIGHT, EASY TO USE!** Easy to store! Everything, including new Lock-seal tubes, tucks neatly away!



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now available  
for Hospitals,  
Clubs, Offices,  
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### LETTERS TO THE EDITORS

CONTINUED

be cut from ingots. When questioned about its source they pointed westward.

PHILIP R. SHAW

Stockton, Calif.

#### WEIRD AMPHIBIANS

Sirs:

You failed to mention where the Aqua-lung can be obtained ("Weird Amphibians," LIFE, March 6).

M. R. MASSEY

Narberth, Pa.

● The French Arbalette (now \$25) and the Aqua-lung (now \$150) can be purchased at René of Westwood, Los Angeles. An American \$2 mask and \$19.50 gun are available in most sporting-goods stores.—ED.

#### GOLF CLOTHES

Sirs:

Shorts are a welcome innovation ("Above-the-Knees Golf Clothes," LIFE, March 6), but pleated skirts—never. There are enough hazards on the golf course without battling a blowing full skirt.

ELEANOR BAYUK GREEN

New York, N.Y.

#### WALKIE-TALKIE

Sirs:

The picture on page 33 ("The Duke Gets Kissed," LIFE, March 6) shows the duchess using what you call a walkie-talkie. The radio shown is a handy-talkie. The same mistake once resulted in my giving a very red-faced lecture on the wrong radio.

J. ROSS FRANKLIN

United States Military Academy  
West Point, N.Y.



HANDY-TALKIE



WALKIE-TALKIE

Address the Editors  
at 9 Rockefeller Plaza  
New York 20, N.Y.

### PULLMAN Spring Float COMFORT an exclusive feature



Model  
No. 1

#### OF THE POPULAR Pullmanaire

A man's idea of perfect comfort. Favored by the women, too, because it's so smartly styled and harmonizes with any living room ensemble. See it. Sit in it. Compare it for comfort and style. It's today's top value in lounge chairs for men.



Model  
No. 2

Choose your lovely upholstery material from the widest available range of fine decorator fabrics and colors—more than five hundred. Prices from \$100 up according to model and fabric selected. Write for name of nearest dealer.



Some Pullmanaire models have the new Pullman "Turnstyle" feature. It turns with you. Optional at extra cost.

Model  
No. 3

### Spring Float The Secret of Pullmanaire Comfort

Cutaway view shows how 5 layers of springs distribute weight to give "floating" support. (A,B,D) layers of individual, muslin-covered springs; (C) flexible steel suspension; (E) sinuous-wire-spring back. 195 springs in all.



For BIG men, 6-footers and over, a Super-size Pullmanaire







## What makes a fine car FINE, Ford HAS!

*"Compare Ford with the  
most expensive car on the road"*



Ride for ride, it doesn't take its hat off to anybody! From the new front seat with non-sag springs and buoyant foam rubber cushion, to the hushed "Mid Ship" ride in the "sound-conditioned," heavy gauge steel "Lifeguard" body, you get comfort that's in a class by itself!

*"That V-8 whispers  
while it works"*

Power per pound, ah, there's the secret of that sweet Ford "feel"! The '50 Ford has a new 100 horsepower V-8, the same type engine used in America's finest cars and it runs so very quietly you'll say: "It whispers while it works!"

Safety for safety . . . Ford takes the cup here, too, with those "King Size" Brakes that gentle you down to a full stop with 35% less pedal push! And those big windows give you a "look see" 'fore and 'aft, that's really something to cheer about!

*"You can hardly hear it"*



*"Nothing touches Ford  
for looks either"*



Fine, yes, fine at low dollar price. Just add up the things you call "fine"—style, comfort, performance, safety—you get 'em all in the '50 Ford plus another little item big cars can't even claim, and that's economy!

**"TEST-DRIVE" A '50 FORD**  
before you buy any car!





# No Wonder <sup>\*</sup>they call it when you can



## New Satin Deep Colors

Now, added to the beautiful Spred SATIN colors is an unlimited number of dramatic deep tones in key with current decoration trends.

Lush, south-sea tropical hues, rich midnight tones — gorgeous colors to match any decoration theme can be mixed quickly and accurately by following the simple directions on the color card available at your dealer's.

*Paint a Room*—woodwork and all—in Half a Day,  
hang pictures and curtains right away!

Spred SATIN goes on so easily and dries so quickly that you can start painting a room in the morning and entertain guests in the same room before dinner in the evening! You'll be delighted with the lovely satin finish, the durability, the washability of this amazing new paint, and its smooth, rubber-like surface resists clinging dirt, stays clean indefinitely! See a demonstration; then try a quart at home.

- No offensive odor . . . paint comfortably with windows closed • Dries in 20 minutes • Covers most surfaces • No prime coat necessary.

Ready to Use; Stir & Apply

**\$1.39** **\$4.49**  
QUART GAL.

Spred SATIN Deep Colors  
somewhat higher

Spred SATIN is made only by Glidden!

Accept no substitute!





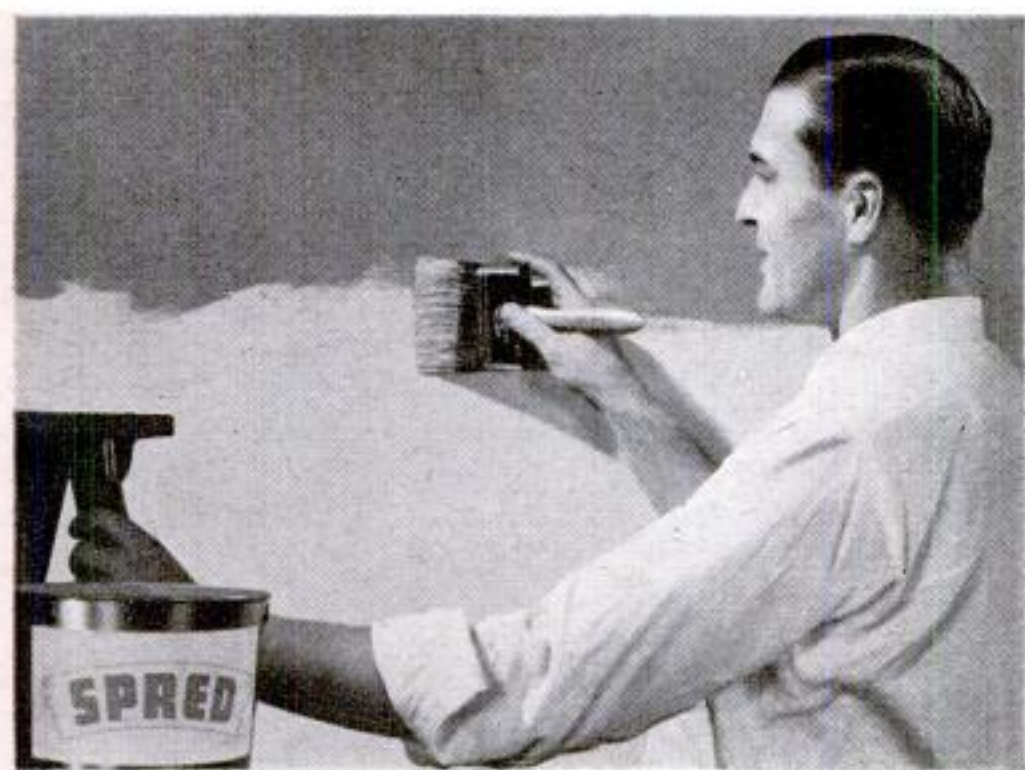
# The New Wonder Paint

## get such amazing results with

# Glidden

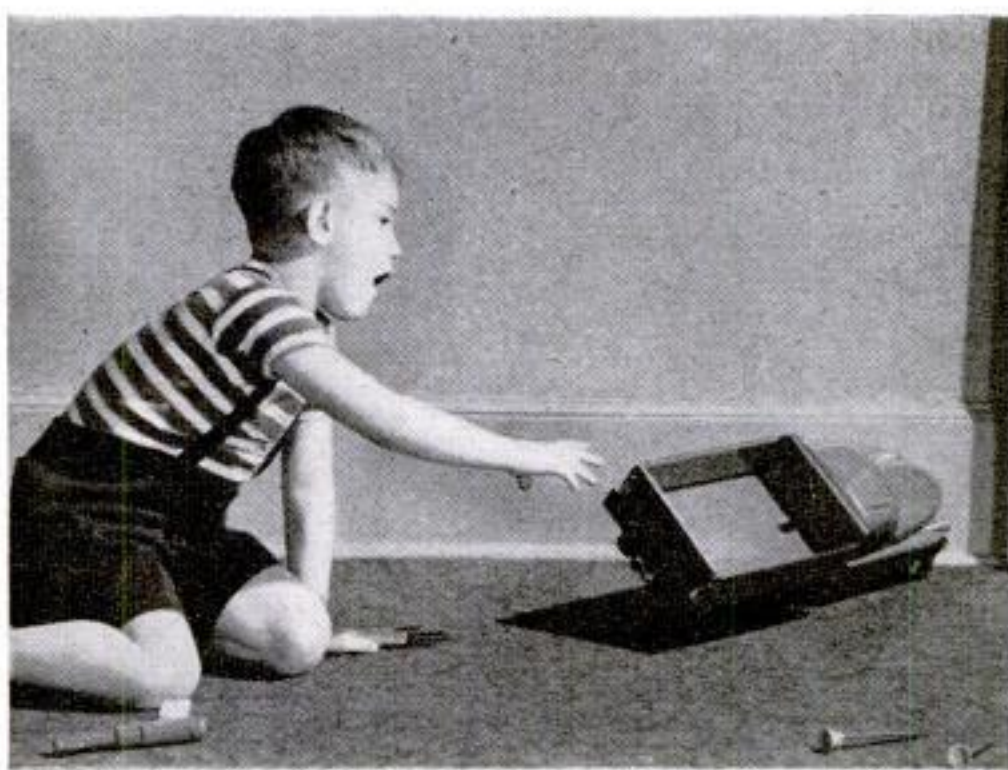
# SPRED SATIN

**Exclusive Synthetic Rubber Emulsion Formula makes it the most beautiful, most washable, easiest-to-use paint ever known!**



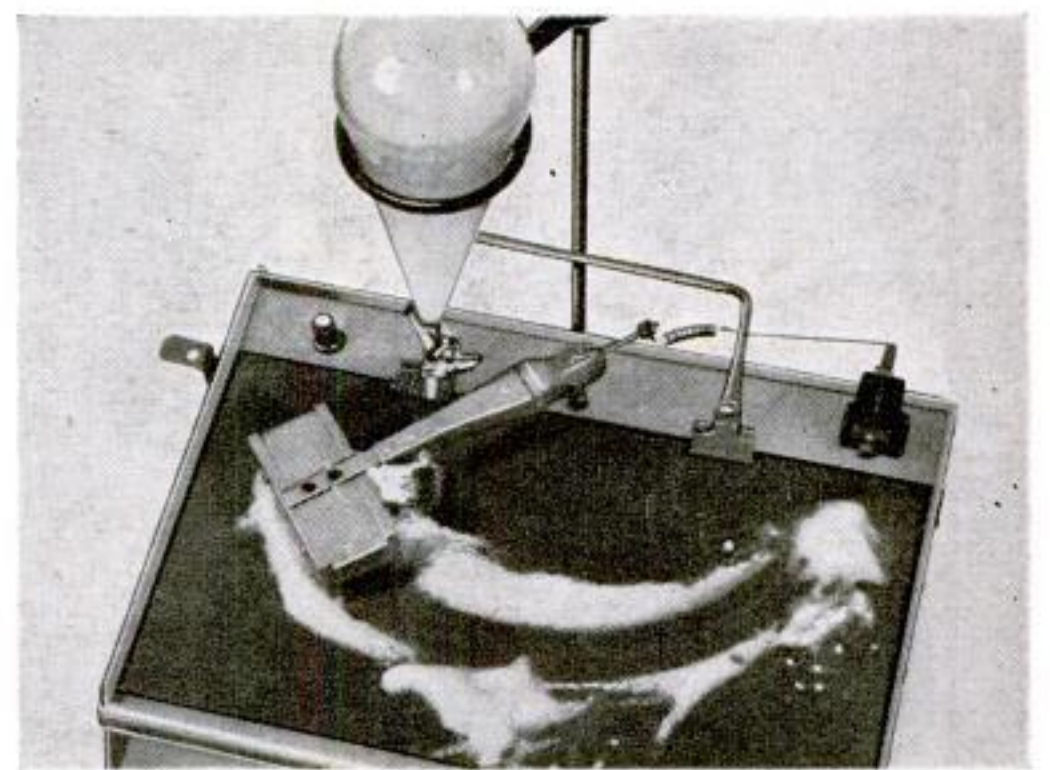
### *It Won't Show Laps!*

Spred SATIN flows on easier, smoother than any paint you've ever used. You can stop or start any time, any place—you'll get a perfect satin finish every time. *Dries in 20 minutes!*



### *It Won't Chip!*

The emulsified synthetic rubber in Spred SATIN makes it more durable than ordinary wall or woodwork finishes. Resists dirt, stays clean. Ideal for homes with active children!



### *It's Scrubbable!*

In rigid laboratory tests, Spred SATIN withstood over 40,000 scrubbing strokes without change of color or texture. You can wash it again and again—its washability is *guaranteed!*

**See this amazing washing test at your dealer's. No other paint can duplicate it!**



**\* In recent months, thousands of users have proved it, with millions of gallons of Spred SATIN**

"Spred SATIN dries amazingly fast and has no unpleasant odor," says Memorial Mission Hospital, Asheville, N.C. "We moved fifteen patients from a ward and started painting the ward at 9:00 a.m. The painting was done and the patients moved back into the ward before 1:00 p.m."

"Spred SATIN is foolproof," says Mrs. W. H. Slack, Gulfport, Fla. "There are neither brushmarks nor stop and start lines. We have wiped up spots in the kitchen and are delighted with the washability."

"Spred SATIN will not spot or show laps under any condition," says Mr. H. Erdman, President of the Geo. D. Cornell Co., one of the largest painting contractors in Cleveland, Ohio. "I have been in the painting business for 30 years and have never seen a paint to compare with Spred SATIN."

# Glidden

*Pacemaker  
in Paints*

SPRED-Flat; SPRED-Luster; Japalac Enamel; Spray-Day-Lite; House Paints: ENDURANCE, ENDURANCE IMPERIAL; Gliddenspar Varnish; Industrial Finishes; Glidair Aviation Finishes. The Glidden Company, Cleveland 2, Ohio.  
In Canada, The Glidden Company, Limited, Toronto.

© 1960, The Glidden Company





TIRE BLOWS OUT ON LANDING, CAUSING BUMPS IN LINE (ARROW) MADE BY THE STARBOARD WING LIGHT. SWIRL AT END OF LINE IS RESULT OF PLANE'S BEING MOVED AFTER IT





HALTS. ZIGZAG IN FOREGROUND IS SIGNAL TO PILOT TO TAXI TO HANGAR ELEVATOR



PILOT VEERS AWAY FOR ANOTHER TRY AFTER HE SEES APPROACH IS WRONG

## SPEAKING OF PICTURES . . .

**These show first night landings of jet planes on a Navy carrier**

Off the coast of California one night last month the crew of the U.S. aircraft carrier *Valley Forge* waited until after dark and then catapulted a jet Panther into the night. For the next hour all the crew could see was a series of strange light patterns as eight jets took off and landed twice, for a total of 16 landings. As each plane zoomed in, two streaks from its wing lights twisted in quick swirls as the pilot swung into his approach. Then, while the landing signal officer waved his luminous paddles from the edge of the flight deck, the planes cut their power, glided swiftly down and were slowed to a halt by cables stretched across the deck. It was the first time a night carrier landing had ever been tried with jets, but it went off with only one hitch: on his second landing Lieut. Commander Bill Sisly hit the flight deck too hard with his starboard wheel (left), causing the tire to blow out. The plane was undamaged, and after the plane director gave the signal with his light Sisly taxied away to have his tire changed.



PERFECT APPROACH SHOWS PATTERN MADE BY TWO WING RUNNING LIGHTS



# The New Hoover<sup>®</sup>

## AERO-DYNE



### THE NEW LIGHTWEIGHT CLEANER WITH A NEW IDEA IN SUCTION CLEANING

See the new Hoover AERO-DYNE Cleaner with "controlled suction"—the most effective suction in tank cleaners. Gets deep-down dirt and surface litter faster. Exclusive Hoover Dirt Ejector clicks dirt out.

**ONLY \$7.95 DOWN.** Easy monthly terms. Hoovers are sold only by established local merchants. See your classified phone book. Call now for a home showing (no obligation). THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England.

**\* \$79.50** including all cleaning tools in handy kit. (Prices slightly higher in Canada.)

\*Prices subject to increase without notice

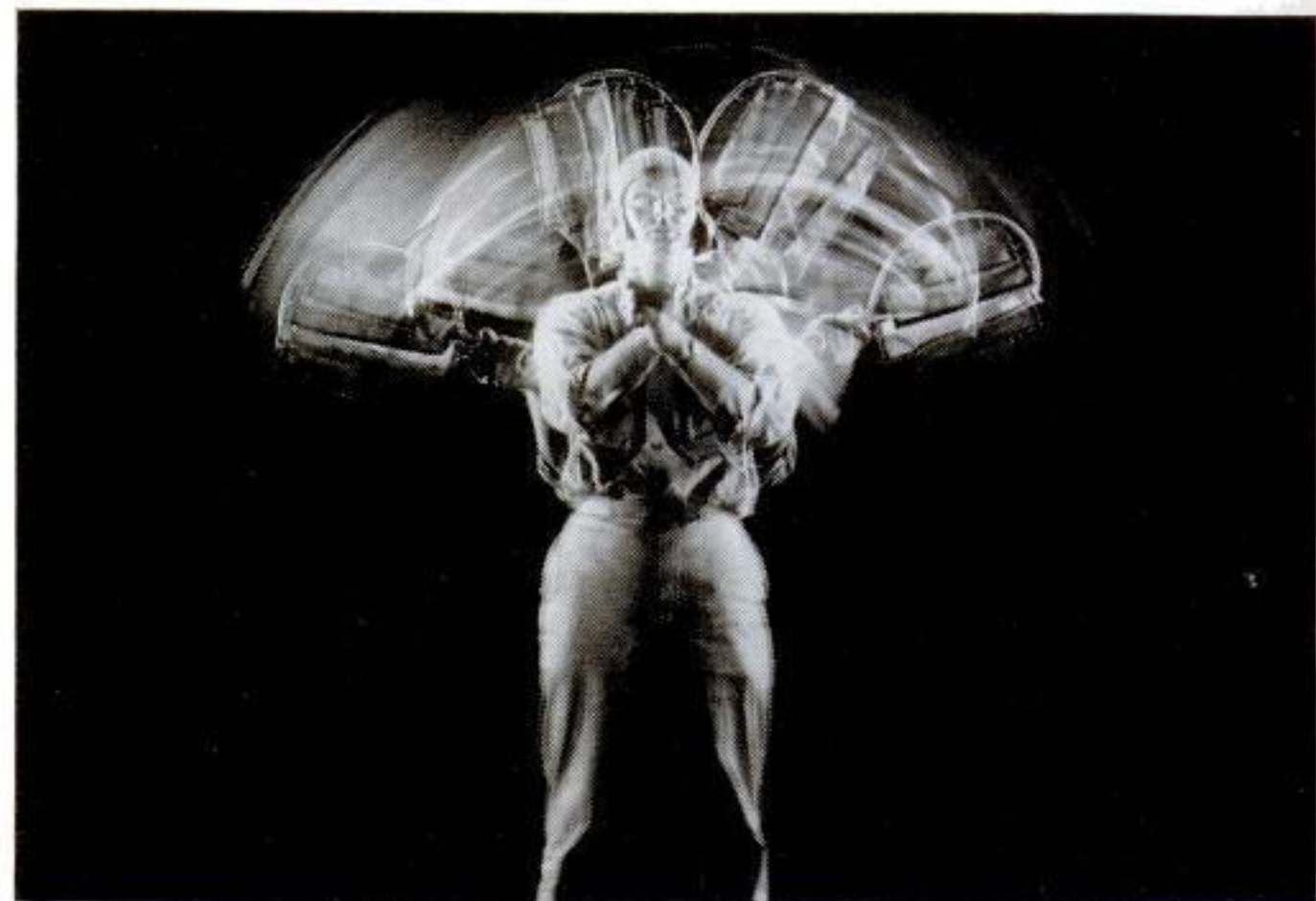
**You'll be happier with a Hoover**



You can see and feel the power of Hoover's "controlled suction."



### NIGHT LANDINGS CONTINUED



WITH PADDLES LANDING OFFICER SIGNALS "DON'T LAND" (TOP) AND "LAND"

### 120 MPH ON 350-FOOT DECK

The Navy's seagoing skeptics were doubtful when they saw their speedy new jets (top speed: more than 600 mph) that they would be able to land them at night on a carrier. It was tricky enough to bring them down safely on 350 feet of a flight deck during the day, when visibility was good. But the *Valley Forge* pilots showed last month that the jet plane can be used as an around-the-clock weapon. At night, just as in daylight, the pilots employed the same general technique used by pilots of slower propeller-driven fighters but compensated for their high landing speed of 120 mph (regular fighters land at 80 mph) by getting their cues from the landing signal officer to land or try again (above) at a quicker pace and by cutting off their power twice as far from the flight deck as they would in standard fighters. After last month's successful trial the Navy gave its jets their first important assignment: two jet-equipped squadrons will be aboard the *Valley Forge* when she sails to join the fleet in the western Pacific later this month.



ON DECK OF "VALLEY FORGE" A JET FOLDS WINGS TO SAVE PARKING ROOM





# First flight or fiftieth, you'll be glad you chose **TWA**

Don't look for just *one* reason why more than a million passengers a year fly TWA. For it's not *routes* alone, or *speed* alone, or *service* alone, or *dependability* alone that leads to such loyalty. It's the happy combination of all these factors that makes one airline stand out.

TWA is the only U. S. airline connecting 56 U. S. cities with key points in Europe, Africa and Asia.

TWA's speed is unsurpassed. TWA's magnificent Constellations are world-proved for both dependability and comfort.

But the real "plus" is TWA's PEOPLE. Million-mile Flight Captains, courteous, capable hostesses, skilled maintenance helpers all are part of TWA's smoothly functioning team of thousands working together to make your trip fast, comfortable, safe.

## DID YOU KNOW THAT?

TWA hostesses are specially trained and equipped to help mothers care for babies... with diapers, bottles, and a kit of supplies.

All TWA Skyliners have "flying galleys" and serve full-course hot meals free of charge at mealtime, plus snacks in between.

TWA All-Cargo flights carry shipments ranging from diamonds to dynamos — from pets to machine parts — over its vast routes.

In just one day recently, TWA Constellations flew 1,392,434 passenger miles in transcontinental service.



Say when... say where, and your friendly travel agent will help fill in the details. His valuable services, free of charge, leave you free to enjoy the trip. For travel planning and TWA reservations, call him or your TWA office.



Wherever you want to go, via TWA, you'll have more time *there*—spend less time *getting there*. Frequent flights, convenient arrival and departure times and 300-mph speed make TWA the ideal way to travel.



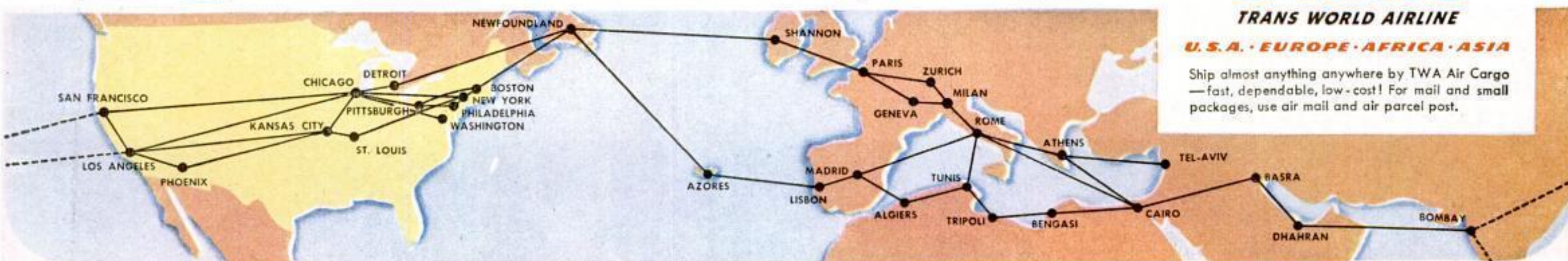
Across the U.S. and overseas... you can depend on

# **TWA**

TRANS WORLD AIRLINE

U.S.A. • EUROPE • AFRICA • ASIA

Ship almost anything anywhere by TWA Air Cargo — fast, dependable, low-cost! For mail and small packages, use air mail and air parcel post.





# HERE'S THE NEW 1950 **CROSLEY** WHOSE MARVELOUS WORKSAVER DESIGN GIVES YOU UP TO 23% MORE SPACE IN THE SAME SIZE CABINET

**Yes!** —SHELVADOR\* GIVES YOU  
—NEW SPACE—MORE SPACE  
—ALL AT THE "CONVENIENCE LEVEL"  
—ALL EASY TO REACH, EASY TO USE  
—NO STOOPING CLEAR TO THE FLOOR

See those sturdy, snow-white plastic shelves completely recessed in the door of this 1950 Crosley? Well, without taking one *smidgen* of space from inside the cabinet itself, they give you nearly 2 cubic feet of extra storage capacity—extra space for eggs, fruit, milk, bottles, and all those little things that "get lost" in ordinary refrigerators! All at your finger tips—all completely refrigerated!



CROSLEY HAS THE WOMAN'S ANGLE!

**TWICE AS MUCH FOOD WHERE YOU WANT IT**

IN FRONT! IN SIGHT! IN REACH!

Now on display at all Crosley Dealers' 8 beautiful models new low prices!

Model CB-11

## **Look** AT THAT BIG FRONT DOOR!

What's more, that big, obliging door swings open and shut at a finger-touch. Handsome chrome handle with trigger-action latch. Special, heavy-duty, sag-proof hinges!

Inside the cabinet, the story's the same—extra space due to Crosley's new worksaver design that puts the lowest shelf lower—but *not* so low that you have to stoop clear to the floor. All space is at the "convenience level"!



## **Look** AT THAT WONDERFUL "BUTTERS SAFE"!

There it is—right in the center of the door—a separate insulated compartment with separate automatic

control that keeps your butter at exactly the consistency you want it for smooth, easy spreading—keeps it safe from "picking up" other food flavors and odors! And the ButterSafe lifts right out for easy cleaning!



## **Look** AT THAT WONDERFUL BIG FREEZER!

Not just a "pigeon-hole" for a few pounds of ice cubes—but a roomy, full-width freezer that holds up to *seventy* pounds—and its freezer shelf is maintained at *sub-zero* for fast freezing! And there's a separate compartment with its own door for storing ice cubes and the frozen foods you use

from day to day. Below, is the big dry-cold compartment for normal storage—plus a mammoth meatholder, and *two* marvelous "crispers" to keep vegetables and greens *dewy fresh*.

## **Look** AT THAT EYE-FILLING BEAUTY!

Simple, classic streamlines . . . gleaming Dulux enamel exterior . . .



acid resisting, easier-to-clean porcelain enamel interior with silver-bright chrome shelves. You've never *seen* such a handsome refrigerator. And—wonder of wonders—the famous ELECTROSAVER unit (backed by a 5-year warranty) that powers every 1950 Shelvador operates even *more* quietly, *more* economically than ever before! See this amazing refrigerator at your near-by Crosley Dealer's!

\*Made only by Crosley, T. M. Reg. U. S. Pat. Off.

# CROSLEY

Cincinnati 25, Ohio

DIVISION



**Better Products for Happier Living**

SHELVADOR\* REFRIGERATORS . . . FARM AND HOME FREEZERS  
ELECTRIC RANGES . . . ELECTRIC KITCHENS . . . STEEL CABINETS  
SINKS . . . ELECTRIC DISPOSERS . . . ELECTRIC WATER  
HEATERS . . . RADIOS . . . RADIO PHONOGRAPHS . . . TELEVISION  
and of course, they're electric!

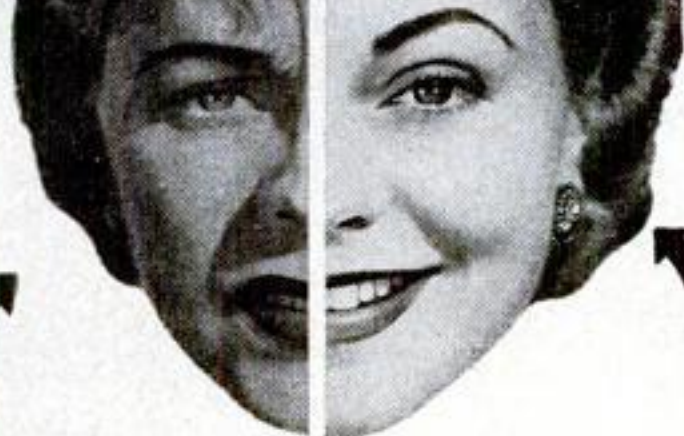
ONLY **CROSLEY** GIVES YOU THE **SHELVADOR\*** THE WORLD'S MOST CONVENIENT REFRIGERATOR



# Fast help for HEADACHE

Upset Stomach • Jumpy Nerves

WHERE OTHERS FAIL  
BROMO-SELTZER WORKS



When headache hits, do as millions do. Take Bromo-Seltzer right away for fast help. Not only for the pain of headache but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. Caution: Use only as directed.

Proof of popularity: Today more people than ever use Bromo-Seltzer. You must be satisfied or your money back!

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



Give it!  
get it!

## ZIPPO GIFT KIT

Includes a Zippo one-zip Wind-proof Lighter... a generous supply of Zippo instant-lighting Fluid... and a year's supply of Zippo sure-sparking Flints. All in a handsome, specially designed gift box!



50¢ plus cost of Zippo Lighter selected. Ask for it at better stores everywhere when you buy your Zippo.

© 1950 ZIPPO MFG. CO., BRADFORD, PA.

## LIFE'S REPORTS



THE WEST SIDE BAPTIST CHURCH

## WHY THE CHOIR WAS LATE

by GEORGE H. EDEAL

It happened on the evening of March 1 in the town of Beatrice, Nebraska. In the afternoon the Reverend Walter Klempel had gone to the West Side Baptist



THE REV. KLEMPSEL AND FAMILY

Church to get things ready for choir practice. He lit the furnace—most of the singers were in the habit of arriving around 7:15, and it was chilly in the church—and went home to dinner. But at 7:10, when it was time for him to go back to the church with his wife and daughter Marilyn Ruth, it turned out that Marilyn Ruth's dress was soiled. They waited while Mrs. Klempel ironed another and thus were still at home when it happened.

CONTINUED ON NEXT PAGE

## Salon Luxury in a Home Shampoo



It's the real egg\* that makes the magic in this luxury shampoo... the very same smooth liquid creme used in the famous Richard Hudnut Fifth Avenue Salon to make hair more manageable, tangle-free, easier to do, and permanents "take" better. Whisks in and out like a dream, removes loose dandruff, leaves hair extra lustrous because it's clean, clean, clean! Try this gentler, kinder, luxury shampoo today. Wonderfully good for children's hair, too! \$1.00; economy size \$1.75

From the Fifth Avenue Salon

Richard Hudnut  
ENRICHED CREME  
Shampoo  
with egg



It's the real egg in Hudnut Shampoo that makes hair more manageable. Home permanents "take" better

\*powdered, 1%

Listen to Walter Winchell, ABC Network Sunday Nights



ONLY ANSCO GUARANTEES CLEAR SNAPSHOTS

# With Any Camera... In All Weather!

Yes,  
"THIRD  
DIMENSION"  
Realism!

Your eyes see thousands of shades of gray... ANSCO ALL-WEATHER FILM sees them, too... and captures them in pictures with DEPTH AND REALISM.



## Crisp, Clear Snapshots Indoors or Out!

Rain or shine, indoors or out, all through the year, Ansco All-Weather Film now gives you crisp, clear snapshots with depth-like realism.

In any camera... in all weather... you are guaranteed snapshots that almost "spring to life." Remember, there's only one ALL-WEATHER film. That film is Ansco!

**GUARANTEE:** Ansco guarantees the results you want—or return your negatives and original film carton and we will send you a new roll, free.

ANSCO, Binghamton, N. Y. A Division of General Aniline & Film Corporation. "From Research to Reality"



**f4.5 TITAN**—Coated anastigmat lens; set-and-release shutter to 1/400, time, "bulb"; built-in flash; all metal body covered with genuine black leather. 2 1/4" x 2 1/4" pictures. **NOW ONLY \$69.50** (Federal Tax Included)



Insist on the  
Red and Blue box

# Ansco All-Weather Film

Be sure to see RKO's great new picture, "The Man On The Eiffel Tower" photographed in Ansco Color

## LIFE'S REPORTS CONTINUED



LADONA VANDEGRIFT

Ladona Vandegrift, a high school sophomore, was having trouble with a geometry problem. She knew practice began promptly and always came early. But she stayed to finish the problem.



ROYENA ESTES

Royena Estes was ready, but the car would not start. So she and her sister called Ladona Vandegrift, and asked her to pick them up. But Ladona was the girl with the geometry problem, and the Estes sisters had to wait.



SADIE ESTES

Sadie Estes' story was the same as Royena's. All day they had been having trouble with the car; it just refused to start.



MRS. LEONARD SCHUSTER

Mrs. Leonard Schuster would ordinarily have arrived at 7:20 with her small daughter Susan. But on this particular evening Mrs. Schuster had to go to her mother's house to help her get ready for a missionary meeting.

SHE'S LOVELY!  
SHE HAS THAT  
"Double-Take Look" \*\*



**SAYS POM-POM...** "with Even-Pul's amazing **CONTOUR CONTROL\*** feature for new figure loveliness."

In her Girdle, she's so flat-flat where curves go astray. Feather light Nylon girdle with Even-Pul's **CONTOUR CONTROL** feature... talon closing... **\$5.95**

**IN EVEN-PUL BRAS...** so pointedly-round with youthful uplift to give her that "Double-Take Look."

Princess bra, in Ever-New Nylon with **CONTOUR CONTROL** feature\*... for true contour-fit and youthful uplift.

A B or C cups... **\$2.00**

Satin or Broadcloth... **\$1.50**

\*\*Pom-Pom Even-Pul's Poodle says: "It's Figure Loveliness to win you those EXTRA looks of admiration!"

\*PATENTED, EXCLUSIVE EVEN-PUL FEATURE

Write to Even-Pul's Contour Control Clinic, Dept. A, for Vital FREE booklet: "What Your Figure Deserves."



Mrs....of famous "Contour Controlled" Bras... Girdles... Corsettes... etc.

**135 Madison Ave., New York 16, N.Y.**  
**E. T. Corset Company, Montreal, Canada**

CONTINUED ON PAGE 22



# THE CAPTURE

Killing a man is one thing... loving his wife is another... both are *Dynamite!*

Author NIVEN BUSCH brings his newest thrill with all the emotional violence that marked his **DUEL** in the **SUN**

**LEW AYRES • TERESA WRIGHT**

in  
**NIVEN BUSCH'S**  
production

**THE CAPTURE**

FEATURING **VICTOR JORY • JACQUELINE WHITE** and introducing **EDWIN RAND**

Written & Produced by **NIVEN BUSCH** • Directed by **JOHN STURGES**

A Showtime Properties, Inc. Feature • Distributed by RKO Radio Pictures, Inc.

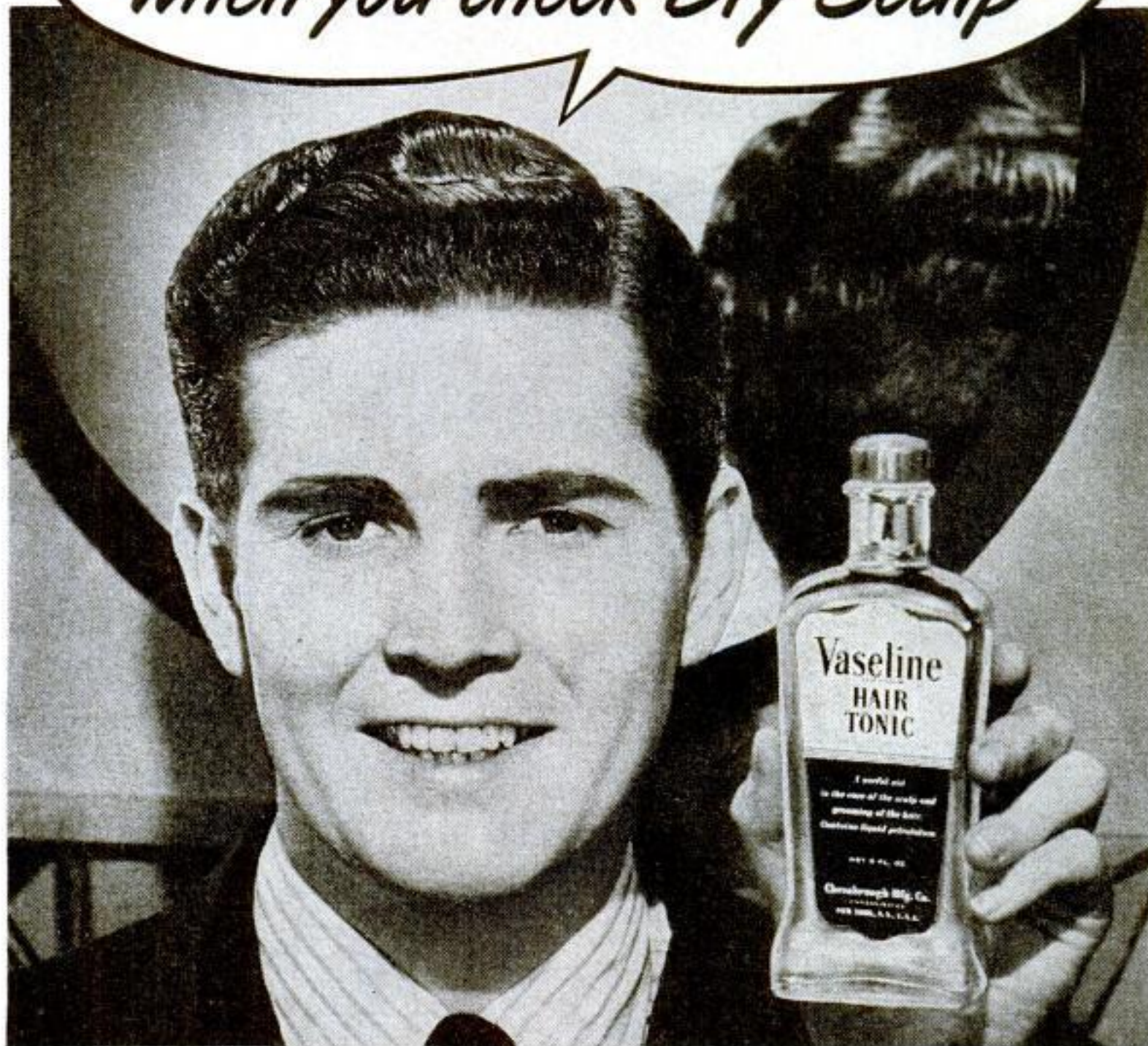


# oh-oh, Dry Scalp!



"JEFF ALWAYS HITS the headpin just right, but he'll never make a hit with that head of unruly hair. He's got all the signs of Dry Scalp. Dull, hard-to-manage hair . . . and loose dandruff, too. He'll bowl 'em over, though, when he starts using 'Vaseline' Hair Tonic . . ."

*Hair looks better...  
scalp feels better...  
when you check Dry Scalp*



**GREAT WAY** to start your day! A few drops of 'Vaseline' Hair Tonic a day work wonders. It checks loose dandruff and those other annoying signs of Dry Scalp because it supplements the natural scalp oils . . . gives your hair that handsome, natural look. Contains no alcohol or other drying ingredients . . . and it's economical, too.

## Vaseline HAIR TONIC

TRADE MARK ®

TOPS IN ENTERTAINMENT: DR. CHRISTIAN, STARRING JEAN HERSHOLT, ON CBS WEDNESDAY NIGHTS. SEE YOUR NEWSPAPER FOR LOCAL BROADCAST TIME.

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

### LIFE'S REPORTS CONTINUED



HERBERT KIPF

Herbert Kipf, lathe operator, would have been ahead of time but had put off an important letter. "I can't think why," he said. He lingered over it and was late.



JOYCE BLACK

It was a cold evening. Stenographer Joyce Black, feeling "just plain lazy," stayed in her warm house until the last possible moment. She was almost ready to leave when it happened.



HARVEY AHL

Because his wife was away, Machinist Harvey Ahl was taking care of his two boys. He was going to take them to practice with him, but somehow he got wound up talking. When he looked at his watch, he saw he was already late.



MARILYN PAUL

Marilyn Paul, the pianist, had planned to arrive half an hour early. However she fell asleep after dinner, and when her mother awakened her at 7:15 she had time only to tidy up and start out.

CONTINUED ON NEXT PAGE

### STYLE WINNER!



Jimmy Dunn—starring in  
"Golden Gloves Story"  
Eagle-Lion Release



## THE Jimmy Dunn JACKET

Styled by Grais to a Hollywood star's taste . . . yet it's a practical jacket for every man's outdoor activities! Made of **Mandee Venice Covert** . . . very dressy and light-feeling . . . durable and wrinkle-resistant. Fully lined with satin. Note the new two-way pockets with handsome piped trim. 4 rich colors: Grey, Taupe, Jade Green and Wine.

Retails about \$12.95

Also available in Sheen-Gabardine  
5 Colors: Navy Blue, Pearl Grey, Jade Green,  
Sandlewood and Luggage.

Write for name of nearest dealer



MAKERS OF THE **POINTER** THOROBRED JACKET

RUBIN GRAIS & SONS • Chicago 6, Illinois





MRS. F. E. PAUL

Mrs. F. E. Paul, choir director and mother of the pianist, was late simply because her daughter was. She had tried unsuccessfully to awaken the girl earlier.



LUCILLE JONES, DOROTHY WOOD

High school girls Lucille Jones and Dorothy Wood are neighbors and customarily go to practice together. Lucille was listening to a 7-to-7:30 radio program and broke her habit of promptness because she wanted to hear the end. Dorothy waited for her.

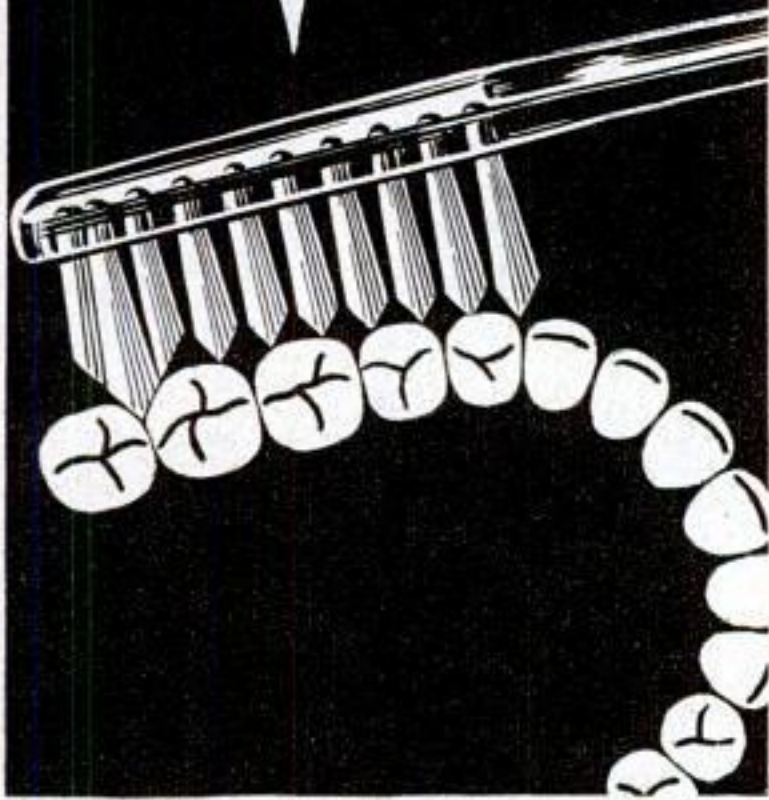


THE CHURCH AFTER EXPLOSION

At 7:25, with a roar heard in almost every corner of Beatrice, the West Side Baptist Church blew up. The walls fell outward, the heavy wooden roof crashed straight down like the weight in a deadfall. But because of such matters as a soiled dress, a catnap, an unfinished letter, a geometry problem and a stalled car, all of the members of the choir were late—something which had never occurred before.

Firemen thought the explosion had been caused by natural gas, which may have leaked into the church from a broken pipe outside and been ignited by the fire in the furnace. The Beatrice choir members had no particular theory about the fire's cause, but each of them began to reflect on the heretofore inconsequential details of his life, wondering at exactly what point it is that one can say, "This is an act of God."

**GET AFTER  
THE CAUSE OF  
TOOTH DECAY!**



**This "PRO" tooth brush  
cleans between back  
teeth where food acids  
often start trouble!**

Stop tooth decay at its source with a Pro-phy-lac-tic "PRO" Tooth Brush! The scientific End-Tuft makes it easy to clean between back teeth where decay so often starts.

After every meal . . . brush then rinse! This method definitely reduces decay, as proved by dental authorities.

No dentifrice—no matter how good—can effectively reduce decay, except with frequent, thorough brushing! Today get a Pro-phy-lac-tic "PRO" Tooth Brush and start on the road to improved dental health.



50¢

**PRO-PHY-LAC-TIC  
"PRO" TOOTH  
BRUSHES**

**NOW Finest Picture IN TV!**



**BLACK-DAYLIGHT  
TELEVISION**

**Compare!**

G-E TV  
Widest range  
of picture tones



Ordinary TV  
Limited range  
of picture tones

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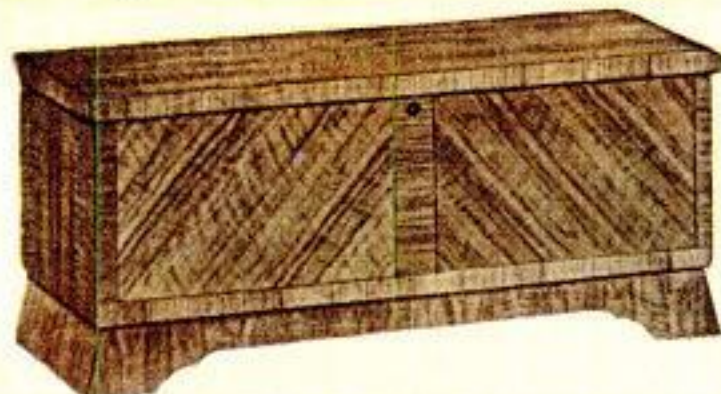
Lovely Miss Jacque Mercer, the nation's favorite Daughter and Beauty Queen, says, "Remember that this year Easter and Daughter's Day are both on April 9."



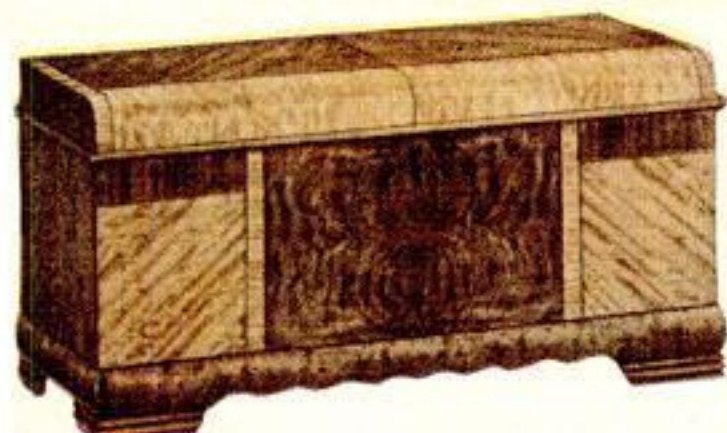
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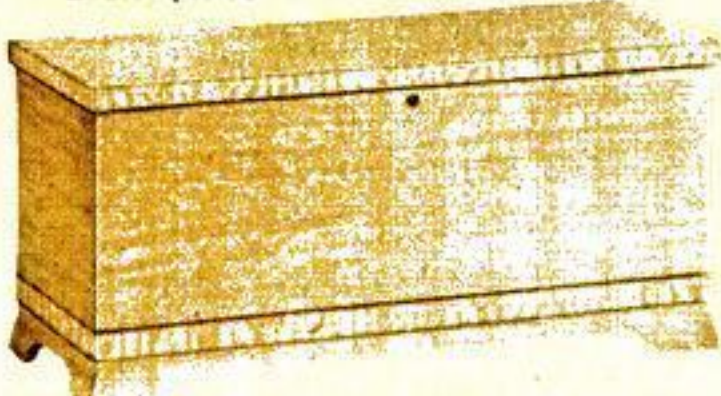
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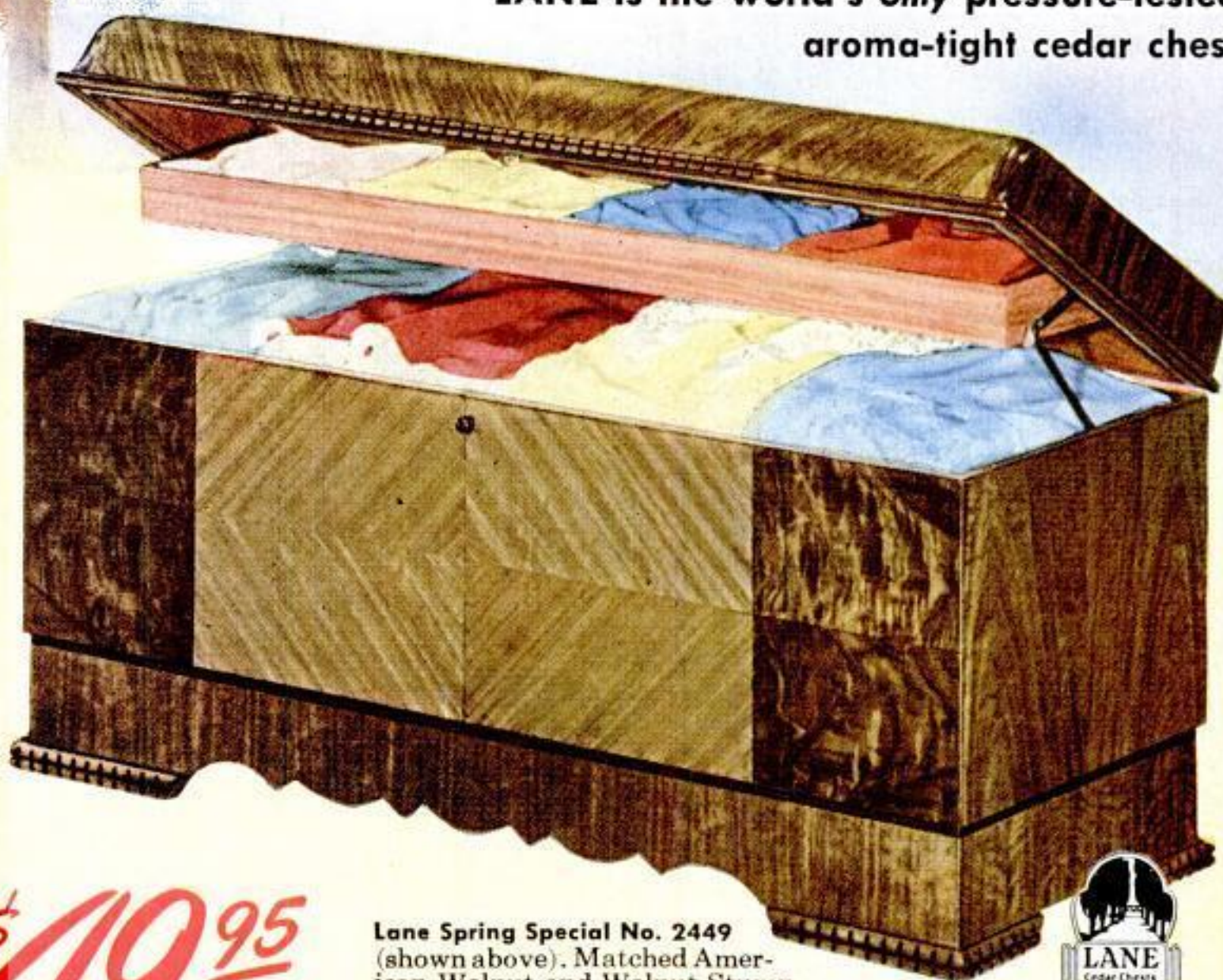
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## “Why do men lose their tempers quicker than women?”

Asked *ELSIE, the Borden Cow*

“Who’s losing his temper?” raged Elmer, the bull. “I merely asked WHO IN BLAZES TOOK MY RAZOR!”

“I did, darling,” sweetly soothed Elsie, the Borden Cow. “And I put it on the top shelf so Beauregard wouldn’t try shaving again.”

“I’ll tan that kid’s hide if I ever catch—” began Elmer.

“Now, dear,” soothed Elsie, “it’s as natural for a little boy to reach for his father’s razor as it is for a woman to reach for a jar of that wonderful *Borden’s Instant Coffee* when she wants to serve really *super* coffee,

with richer, heartier flavor in a hurry!”

“I’ve warned you, woman!” roared Elmer. “Don’t give me a Borden’s Coffee sales talk when I’m shaving!”

“Please, Elmer!” begged Elsie. “Please count to ten before you explode. And while you’re counting, I’ll run out for some of that deliciously different *Borden’s Cottage Cheese* everyone’s raving about.”

“OUCH!” bellowed Elmer. “I’m bleeding to death!”

“Pooh, it’s only a tiny nick,” said Elsie. “Nothing to lose your temper about. Sometimes I wish you men

had the children to contend with all day—you’d soon learn patience!”

“ONE—TWO—THREE,” counted Elmer, purple in the face, “FOUR, FIVE—”

“I’m going, dear,” laughed Elsie. “I want to get to the store before all the *Borden’s Cottage Cheese* is grabbed up. I’m not the only one who loves it for Lenten salads!”

“EIGHT—NINE—” muttered Elmer, holding his breath.

“Here I go!” caroled Elsie. “As soon as I say, if it’s *Borden’s*, it’s GOT to be good!”

## Fun with Food

By *ELSIE, the Borden Cow*

### Happy Husband Hint:



Try brown sugar in your apple pie instead of white sugar next time you make it. The flavor’s wonderful!

Here’s a Lenten “Meal-in-a-Dish” that I’m repeating on request! Such fan mail I’ve never seen! And no wonder—’cause it’s made with smooth-and-creamy Borden’s Evaporated Milk!

### Salmon and Noodle Casserole

- 1 can (16-oz.) salmon
- Water
- 2 tablespoons chopped onion
- 4 tablespoons butter
- 3 tablespoons flour
- 2 tablespoons horseradish
- 1½ teaspoons salt
- ¼ teaspoon pepper
- 1 can (14½-oz.) Borden’s Evaporated Milk
- 2 cups cooked noodles (about 1½ cups raw)
- 1 cup cooked peas or whole kernel corn



Drain and flake salmon. Measure salmon liquid and add enough water to make 1 cup. Cook onion in butter until tender, but not browned. Remove from heat. Blend in flour and seasonings. Gradually add Borden’s Evaporated Milk, mixing until smooth. Add water. Mix well. Cook over low heat, stirring until thickened and smooth. Arrange alternate layers of noodles, salmon, peas or corn in greased 1½-quart casserole. Bake in hot oven (400°F.) 25-30 minutes or until top bubbles and is lightly browned. Serves 4 to 5.

**TRUE STORY:** If you over-salt soups or stews, a dash of sugar will reduce the saltiness.

**HOW ABOUT A GAY DESSERT** suggestion right about now? It’s the easiest one I know—and good, well, taste for yourself!

I’m talking about **LADY BORDEN ICE CREAM** . . . (as if you didn’t know!). Try it in the new flavor—Burgundy Cherry. Rich, ripe cherries nestled in rich, golden cream—all ready for you to scoop out and serve!



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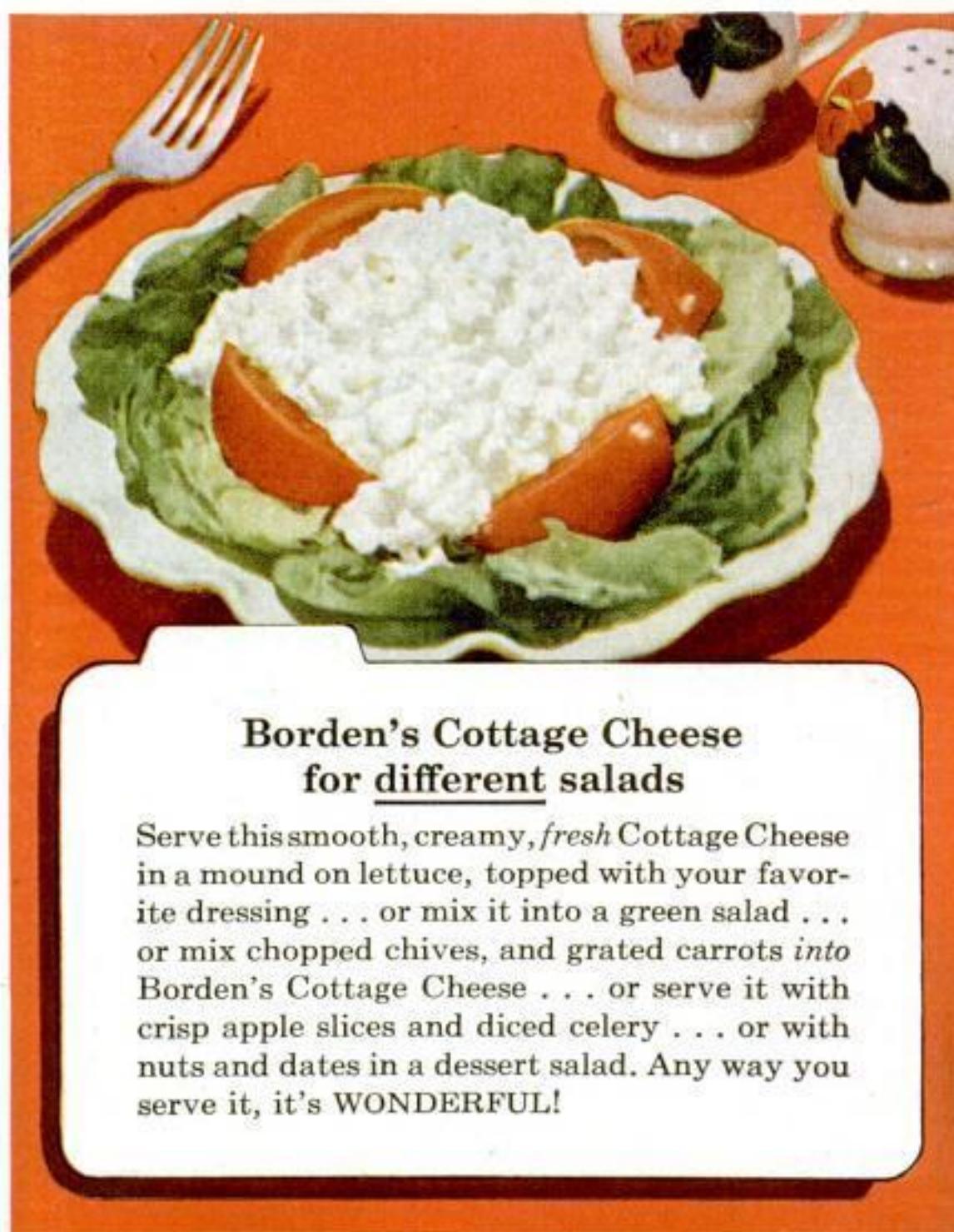
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IT’S GOT TO BE GOOD

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### Borden’s Cottage Cheese for different salads

Serve this smooth, creamy, *fresh* Cottage Cheese in a mound on lettuce, topped with your favorite dressing . . . or mix it into a green salad . . . or mix chopped chives, and grated carrots into Borden’s Cottage Cheese . . . or serve it with crisp apple slices and diced celery . . . or with nuts and dates in a dessert salad. Any way you serve it, it’s WONDERFUL!



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### LIFE'S COVER

This is the second time blond, blue-eyed Anne Bromley has appeared on LIFE's cover. The first time was on Sept. 3, 1945 when as Anne Brewster she was portrayed, with five other girls, jumping up and down on a bed during a house party given by Dress Designer Tina Leser. This time, somewhat more sedately, she is wearing the biggest hat she could find on the tropical island to which she flew with some friends on a Mystery Flight (pp. 136-141). She is now married to John Bromley Jr., also of Philadelphia, has two daughters, serves on several hospital boards, and is prettier than ever.

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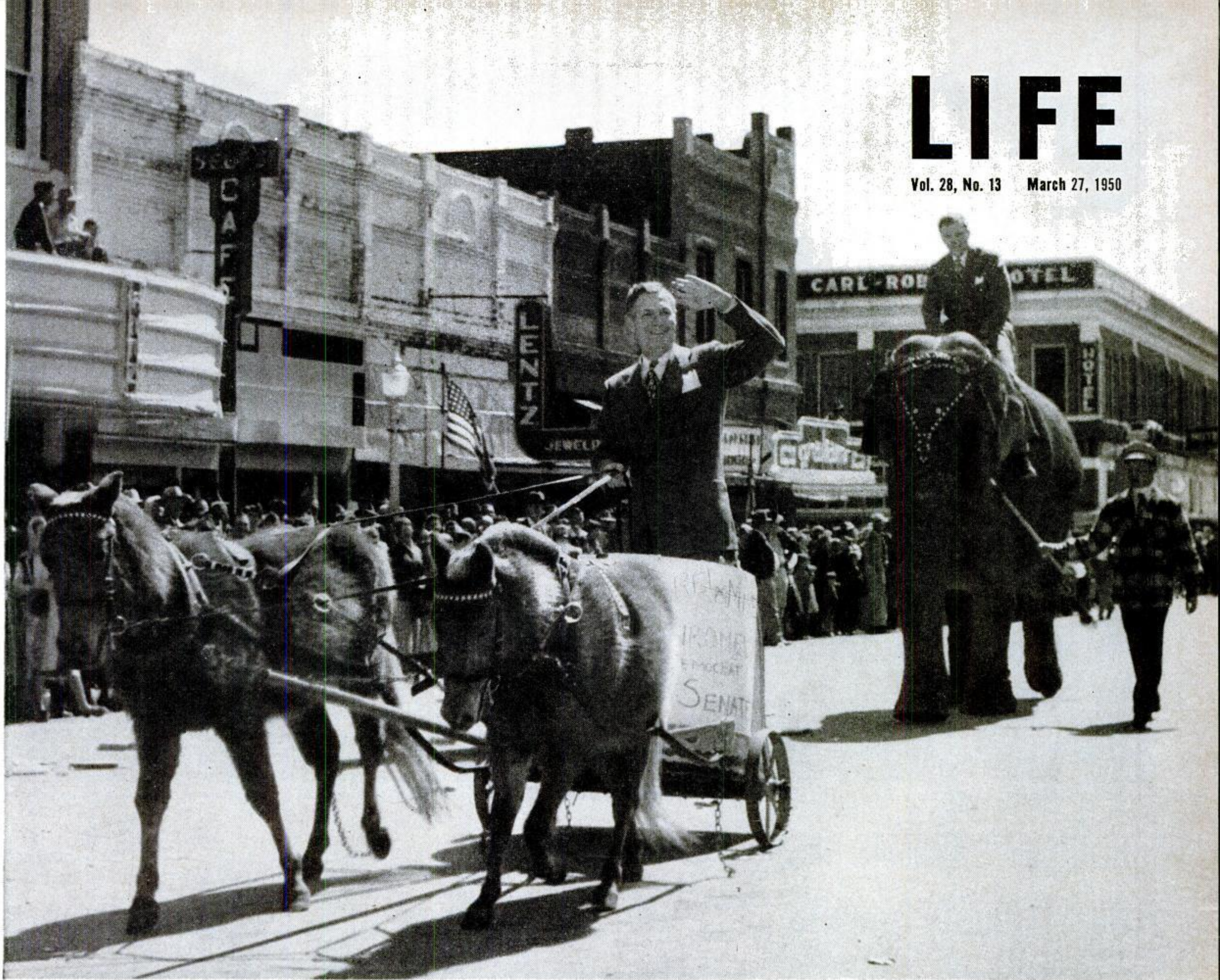
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**Shasta** BEAUTY CREAM **Shampoo**  
*Doesn't Rob Hair of Natural Oils*





IN HUGO, OKLA., MIKE MONRONEY DRIVES A "DEMOCRATIC" CHARIOT AND THE REV. ALEXANDER RIDES AN ELEPHANT, ALL BORROWED FROM CIRCUS FOR STUNT

## POLITICKING STARTS EARLY IN SOUTH

In Hugo, Okla. last week the great game of politics was being played in a serio-comic setting indigenous to the southern half of the U.S. As four circuses broke winter quarters to go on the road, two ambitious politicians led a noonday parade through Hugo's business district (above). One of them, Representative Mike Monroney, 48, will try to oust cantankerous old (73) Senator Elmer Thomas in Oklahoma's Democratic primary on July 4. The other, a 35-year-old red-haired minister named Bill Alexander ("The Great"), is a self-styled Jeffersonian Democrat who is running for Senator Thomas' seat as a Republican. The senator declined to take part in the ceremony, but his Hugo supporters did not forget him (inset).

Throughout the South last week politicking was off to an unusually fast start. There were several reasons for early campaigning. In Oklahoma, Mike Monroney had actually been running for the Senate since last October; in Alabama 15 candidates entered the gubernatorial race and everybody had to get to work early; Florida had a civil rights issue and an early primary. Other states would get in on the act later. In Georgia a 400-pound state repre-

sentative and a registered nurse had announced for governor (although "Hummon" Talmadge was favored to win re-election). In North Carolina an old buck-and-wing performer was trying to



RIDERLESS DONKEY, loaned by circus clown, represents Elmer Thomas, too busy in Senate to parade.

come back—"Buncombe Bob" Reynolds, whose wartime retirement from the Senate was enforced by his pre-Pearl Harbor admiration for Hitler. Reynolds, who first got elected to the Senate in 1932 by burlesquing his opponent's fondness for caviar ("He eats fish aigs"), is now gunning for the Senate seat held by Educator Frank Graham.

Except in Oklahoma, where Alexander gave the Republicans a strong candidate in a state contiguous to the rebel South geographically and politically, all Southern politicking (8 U.S. Senate seats, 6 governorships) would be settled in 14 Democratic primaries between May 2 and Aug. 29. But two primary contests interested the entire U.S. In South Carolina former Secretary of State Jimmy Byrnes, who in precampaign speeches had become the outstanding articulator of Democratic objections to Truman's Welfare State, was running for governor. Although his campaigning had been confined to nonpolitical appearances (p. 56), he looked like a shoo-in. And in Florida (pp. 30, 31) conservative interests had joined to give Claude Pepper, the most unabashed Fair Deal senator in the South, the back-to-the-wall fight of his life.





AFTER SINGING WITH MUSKOGEE KIWANIS CLUB, REP. MONRONEY BEGINS HIS SPEECH



ACTING OUT A LIVELY SONG, THE REV. ALEXANDER WOWS A HIGH SCHOOL

## OKLAHOMA'S THOMAS HAS TWO STRONG OPPONENTS

On Oklahoma street corners more and more people are saying, "Well, this is the year Elmer gets beat." Elmer Thomas has been in the Senate for 23 years, has lost popularity because he got involved in cotton speculation and also because of his connections with power interests. His Democratic primary

opponent, Mike Monroney (*above, left*), has been in Congress 11 years and has made a reputation as a moderately Fair Dealing, hard-working legislator. Monroney lives at Oklahoma City, is not well known outside his seven-county district and is hard at work showing his face everywhere he can. One of



PEPPER CLAMBERS UP STEPS TO GREET AN ENGINEER



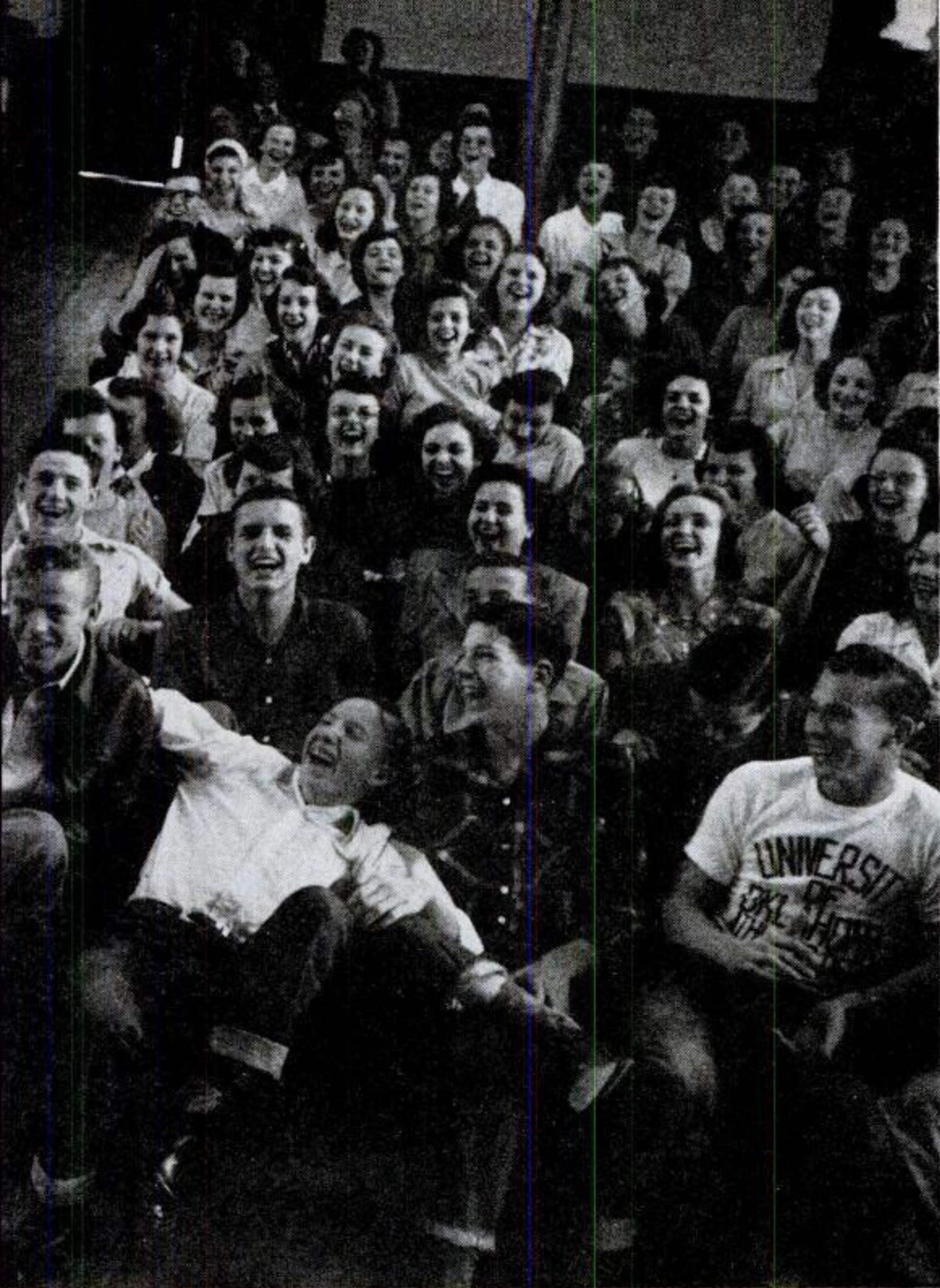
SENATOR PEPPER TELLS AUDIENCE OF 350 IN GAINESVILLE THAT SMATHERS IS A REPUBLICAN AT HEART

## FLORIDA'S PEPPER HAS THE FIGHT OF HIS LIFE

In the Old South the cut-and-dried issue of the Truman Fair Deal—Left *vs.* Right—will receive an early test on May 2. Senator Claude Pepper, a Roosevelt New Dealer who campaigned hard for Truman in 1948, is opposed by George Smathers, a handsome 36-year-old Congressman from Miami who is

solidly backed by conservative Dixiecrat interests. Senator Pepper, although he calls FEPC "untimely," is basing his entire campaign on other points of the Fair Deal: national health insurance, increased social security benefits, repeal of the Taft-Hartley Act. Smathers attacks FEPC in the language many





AUDIENCE AT ARDMORE. HE THEN TOLD YOUTH HIS RECIPE FOR SUCCESS



AT CHURCH DINNER IN OKLAHOMA CITY, ALEXANDER SPEAKS AFTER LEADING HYMN SING

Monroney's favorite campaign trick is to leave a car overlong beside a parking meter in a small town, then introduce himself at the police station and pay his fine ("It's always good for a box on Page One").

What the Rev. Bill Alexander can do, running as a Republican proselyte (he has no strong opposition

in the primary), has the state guessing. He is pastor of Oklahoma City's First Christian Church, and he is providing the best histrionics that part of the country has seen since "Pappy" O'Daniel first started passing biscuits in Texas. Alexander's speeches are larded with quotations from the Bible and Edgar

Guest, as well as amazing metaphors ("We're on a train filled with dynamite headed for disaster while the engineer feeds the engine with dollar bills"). Unfortunately for Alexander the election is not held in each precinct at the end of one of his speeches. Besides, some of his listeners don't vote (*above, center*).



FROM THE SAME PLATFORM FOUR NIGHTS LATER REP. SMATHERS ANSWERS PEPPER BEFORE A CROWD OF 1,000



SMATHERS STOPS IN HAWTHORN TO TALK WITH VOTER

Southerners like to hear, opposes deficit spending and "socialized medicine," defends Taft-Hartley. The campaign for the May 2 primary five weeks away is made more bitter because of the fact that Smathers is an old Pepper protégé. He managed Pepper's campaign for the Senate in 1938, was accused of being

a Pepper stooge when he ran for Congress in 1946. Now he accuses Pepper of playing around with Communist-front groups and links him to Stalin, Henry Wallace and Paul Robeson. Pepper replies by deriding Smathers as "that little Du Pont lawyer." When President Truman arrived in Key West last

week, he was informed that Smathers, who has been outdrawing Pepper in many cities (*above*), would probably win if the primary were held at once. Pepper may pull through, however, on 1) a friendly nod from Truman, and 2) an estimated registration of 75,000 Negroes, most of whom will vote for Pepper.





WITH BELLS CLANGING, CANDIDATE BUSTER BELL PULLS INTO RUSSELLVILLE, ALA. IN HIS GASOLINE-PROPELLED "VICTORY TRAIN" TO GIVE THE CHILDREN A RIDE



EX-GOVERNOR SPARKS IS ONE OF FAVORITES

## IN ALABAMA: ANYTHING TO DRAW SOME ATTENTION

Late this winter Gordon Persons, an Alabama public service commissioner who wanted to be governor, was traveling with his wife when he saw a strange contraption fluttering near the highway. "Honey," he said, "that's it. With 12 candidates in this race somebody with something out of the ordinary will attract attention and win." The result of this snap decision is shown on the opposite page. Since then three more candidates have filed. Under Alabama law the two men receiving the highest number of votes in the May 2 primary will oppose one another in a run-off. Persons also has some inspired competition

in his effort to make his campaign attract attention, as shown on this page. He is considered to be one of the three leading candidates, partly because he has his headquarters in Montgomery's Exchange Hotel, which is supposed to be good luck for any Alabama politician. The other two front runners are former Governor Chauncey Sparks (*left*) and Judge Elbert Boozer (*below*), who made the campaign's worst boner so far. Speaking at Auburn University, he observed that it was too bad that Auburn's football team had lost to the University of Alabama last fall. Score of the game: Auburn 14, Alabama 13.



JUDGE BOOZER STANDS ON STEPS OF FLOODLIGHTED REPLICA OF STATE CAPITOL, A PORTABLE BACKDROP FOR SPEECHES WHICH HE HAULS AROUND ON A BIG TRAILER





ALABAMA CANDIDATE TRAVELS IN A HELICOPTER  
TO DRAW ATTENTION AWAY FROM 14 OPPONENTS



# THERE IS ANOTHER WAY!

## AMERICANS CAN ACHIEVE "SECURITY" WITHOUT RELYING ON THE STATE

The idea of the Welfare State is becoming part of the air we breathe. Individuals may denounce it in the abstract, but when it comes down to specific cases—a crop support, a postal subsidy, a pension, a grant-in-aid for a scholarship—practically everyone finds a personal rationalization for taking from the State when and where he can. Since the drift of history is in the direction of the Welfare State, it may appear utterly quixotic to stand in the way of a seemingly ineluctable fate.

Nevertheless, we persist in taking the risks of quixotry. We recognize all of the seemingly inevitable compulsions that have caused people to think they can get an absolute guarantee of security from government. Any guarantee of security that pretends to be absolute is, of course, a delusion. But insofar as security can be had, we insist there is a practical alternative to the Welfare State that is worth wide popular discussion. We insist that history might go off on a new and creative tangent if people were only minded to pause and think the alternative over for a bit.

The practical alternative to the Welfare State is not something called *laissez faire*, or Rugged Individualism, or any of the other pejorative phrases for capitalism. We would be tempted to call the alternative the Welfare Society if we didn't distrust the obsessive connotations which the word "welfare" has come to have. Insofar as security must be one objective of the good society (other and more important objectives are productivity, excellence, creativeness, adventure, honor and the chance to take a chance), our practical alternative to the Welfare State would concern itself with many welfare devices. In our preferred type of society the means to security would be reliance, not on government, but on organizations promoted by the people themselves. In our society people would predominantly prefer to experiment with their own forms of association for mutual aid.

Seeking health, the people would not run to government for medical aid. Instead, they would turn to Blue Shield and Blue Cross and similar medical insurance societies. In the interests of freedom, the well-to-do would willingly pay a higher Blue Cross rate than those in the low income brackets. Doctors would practice "group medicine," pooling their mechanical facilities for diagnosis (always an expensive item for the individual) and working out fee schedules that would allow low income families to join Blue Cross societies for a nominal sum.

Our society would encourage cheap housing. It would not, however, put its reliance on government to get it. In a self-reliant society, labor unions, for example, would use their treasury surpluses to enable their members to get housing money at low interest rates. Unions would buy tracts of unimproved land and pass individual plots along to members without charging a subdivider's fee. Middle-class people who want homes would enroll in building and loan societies.

They would save their money and lend it back to themselves at a low interest rate. They would study the history of housing in Great Britain, where the Building Societies staged a terrific housing boom in the 1930s without government help.

In our society monopolistic prices would cease to exist. They would be progressively undercut and eliminated by consumer cooperatives, of which there would be a steadily increasing number. The potentialities of such a movement have already been demonstrated in the Scandinavian countries, where the cooperatives not only sell to their members at prices close to cost but also go into manufacturing many articles for themselves.

Social Security must be one objective of any society in which the aged are expected to retire. In our society people would get security by establishing either industry-wide or regional nongovernmental public corporations, with public-spirited citizens of wide business experience and proven competence functioning as directors. The public social security corporation would invest its capital in industry on a "balanced fund" basis—one third of the money in bonds, one third in preferred stocks, one third in high-grade common stocks. By following this method, the social security corporation would plow the people's funds back into production—and the production, in turn, would provide for real security.

We are not suggesting here that government has no role to play in helping people. Such things as education, road-building, flood control and soil conservation, since they involve a general welfare that cannot always be promoted on a large and efficient scale by voluntary private organizations, must involve some measure of governmental action. But even in these areas there could be more, rather than less, reliance on voluntary organization. People in rural areas have been helping themselves for years by establishing voluntary Conservation Districts. There are even instances of nongovernmental river control projects—the Muskingum (Ohio) Watershed Conservancy District is one such instance.

In following us on our little voyage to an imaginary country it will have occurred to readers that we have not been projecting a series of utopian hopes; we have merely been describing what some people are doing already. We have merely been listing a number of specific voluntary welfare mechanisms that have already proved themselves in practice. Private pension plans, Blue Cross and Blue Shield medical insurance, housing societies, consumer cooperatives, public corporations and voluntary soil conservation districts are old stories. They are success stories, too. And that is precisely our point: welfare on a self-reliant basis is not a vague utopian hope but a very practicable possibility. People can have it if they want it. We are sure that they would want it in increasing numbers if they stopped to think it over.

### "FORGIVE US OUR TAXES"

The State of New York graciously undertakes to "forgive" the taxpayer 10% of his 1949 state income tax. We object to the state's phraseology. What is there to "forgive" about permitting a person to retain what he worked hard to earn in the first place?

### WHAT DO THEY KNOW ABOUT PLATO?

A survey covering 100 Mills College (California) undergraduates discloses that:

70% don't know what the bipartisan foreign policy is.

28% are totally uninformed about the Atlantic Pact.

36% have no opinion about aid to Formosa.

39% don't know who is president of the Argentine.

This ought to please Chancellor Robert M. Hutchins of the University of Chicago. He always did claim the colleges were spending too much time on current events.

### AN EPITAPH FOR FOOLS

Ponder now a remark made the other day by Mrs. Grace O'Grady, a wayward daughter of Britain who confessed to spying for the Germans in 1940, served nine years of a 14-year prison sentence, and then announced after being paroled and freed that she had been hoaxing the authorities for the fun of it.

"I was never a traitor," Mrs. O'Grady said. "I was just a fool."

How true of how many!





## BOSS GIVES EMPLOYEES FREE CARS

The three rows of brand-new Ford sedans shown parading down the main street of Springfield, Ohio are the latest gifts of a multimillionaire Detroit manufacturer, Dallas Winslow (waving with wife in lead car), to his employees. Winslow, who started work as a piano-key fitter, likes to share his present success with his 250 workers, whom he calls

"associates." Since 1921 he has given them more than a million dollars' worth of hearing aids, dentures, eyeglasses, custom-made suits, vacations in Florida and Shetland ponies for their children.

This year his profit-sharing program consisted of a new Ford for each of the 210 employees who had worked for him at least a year. When the cars

were ready for delivery, Winslow invited the first group of qualifying workers to join him at his lawnmower plant in Springfield for the parade and a \$3-per-plate fried chicken banquet. Meanwhile he announced that in addition to the automobile gift he would provide \$25,000 worth of free gasoline to fuel the cars and a free trade-in after one year.





SEEKING OUT LAST TRACES OF WATER IN GRAYISH SLUDGE ON BOTTOM OF PARCHED LAKE, HIPPOS TOSS ABOUT IN WHAT THEN BECOMES A DEATH TRAP FOR THOSE





TOO EXHAUSTED TO EXTRICATE THEMSELVES. NORMALLY THIS LAKE IS COVERED WITH 12 FEET OF WATER

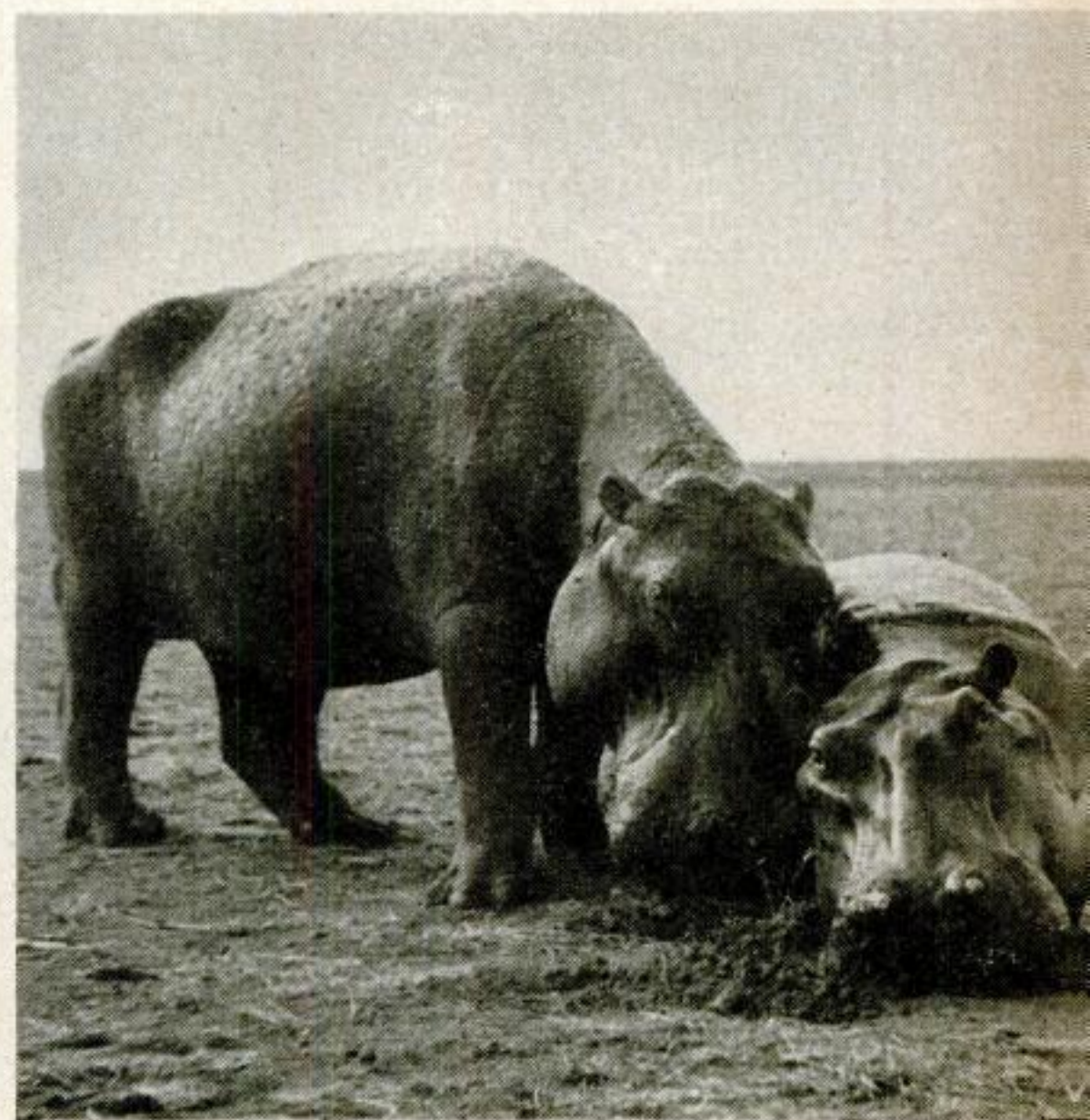


ONE HIPPO TRIES PITIFULLY TO PULL OUT OF MUD

## DROUGHT VICTIMS

**Hippos bog down and waste away  
as East African lake bed dries up**

The hippopotamus is almost as helpless out of water as a fish. It feeds on aquatic plants, uses water to protect its hide from the sun and to help support the weight of its massive body. This past year, as a long drought reduced the waters of Lake Rukwa in Tanganyika to scattered puddles resembling hog wallows (*left*), the hippos in the game reserve there were left in a desperate predicament. Some, wandering away from the puddles in search of food, found the effort of moving their hulking bodies too much for them and fell exhausted on the parched, cracked lake bed. But most, instinctively sticking to moisture, just huddled in the slimy mud and thrashed about gasping for water. Before the rains finally came more than 50 carcasses were counted by Photographer Edward A. Tooke in one six-mile area.



A GAUNT AND WEARY HIPPO NUZZLES FALLEN MATE





DANGLING THEIR FEET IN DIAMOND'S STORE IN PHOENIX, CHILDREN FROM AVONDALE CAMP WAIT TO BE FITTED FOR FREE SHOES

# HUNGER STRIKES FARM LABOR CAMPS

The spring, John Steinbeck wrote, is beautiful in the West. The blossoms are "pink and white waters in a shallow sea." Vegetables shoot up in mile-long rows, and the first grape tendrils come out of the old vines. But the stories that came out of the West last week, as spring arrived, were anything but beautiful.

## 100 Children Reported Starving At Farm Labor Camp Near Here

PERSONNEL FORUM PRINCIPALS

PHOENIX "GAZETTE"

At the Avondale farm labor camp near Phoenix, a one-legged man named Charlie Morgan sold a pint of his blood to buy food for his six kids. Another family had not eaten a square meal in 10 days. Others were living on flour and water fried in grease. About 100 children were showing the effects of starvation, and many were so ragged that their mothers were ashamed to send them to school. The camp was full of people who had come to pick cotton; the cotton crop had been a record one but by the time the migrants got there hired hands, including Mexicans,

had been over-recruited. Now, until "cotton chopping" time, some weeks away, there would be no work. A father hitch-hiked the 14 miles into Phoenix to tell a *Republic* reporter about it. The city editor told the reporter to forget it and go cover a dog show. But when Judge Thomas Croaff heard about it and ordered Juvenile Court funds spent to relieve suffering at the camp, the story became news everywhere. Hearst's Los Angeles *Examiner* flew in a reporter and photographer, bought food for the families and shoes for the children. The Red Cross set up an emergency kitchen. The Arizona legislature

## Arizona Battles to Save Ill Children at Farm Camp

LOS ANGELES "EXAMINER"

took steps, appropriated \$35,000 under prodding from the governor to pay for distributing federal stocks of surplus food. Civic leaders wrung their hands over the bad name that all this would give the state. By the end of the week everyone in the

camp was fed and clothed—but the problem that caused the trouble was still unsolved. It was not just an Arizona problem but a regional one, created by

## 'Grapes of Wrath' Valley Again Hit By Thousands of Jobless Migrants

NEW YORK "TIMES"

the fact that farming is seasonal. In the New York *Times*, Correspondent Gladwin Hill wrote of a new cycle of destitution in the rich cornucopia of California's San Joaquin Valley. He had found tens of thousands of people living in ragged poverty on the edge of plenty, amid signs that mechanization and crop cutbacks would make things worse before they got better. The country was prosperous enough today to see that things did get better in labor camps. But the problem was an uncomfortable reminder of the situation that called forth Steinbeck's bitter words: "In the eyes of the people there is the failure; and in the eyes of the hungry there is a growing wrath. In the souls of the people the grapes of wrath are filling and growing heavy . . . for the vintage."



CAMP FAMILIES IN RED CROSS "CHOW LINE"



CHILDREN QUEUE UP OUTSIDE STORE FOR FREE SHOES AND CLOTHES



NEGRO YOUNGSTERS DEVOUR RED CROSS MEAL

A GIFT OF APPLES STUNS THESE GIRLS LIVING IN DIRT-FLOORED TENT AT QUEEN CREEK →



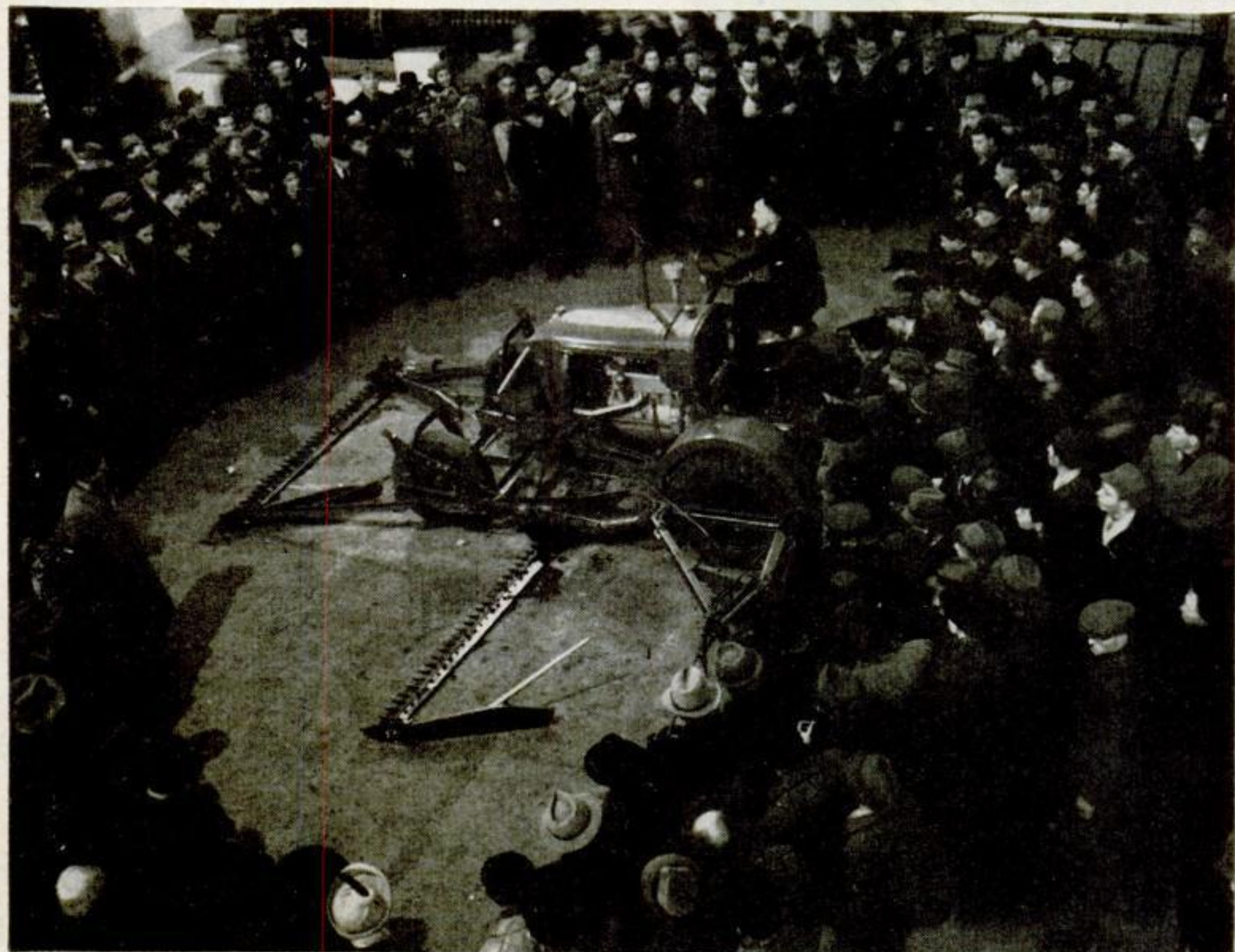






## DEAD COWS, LIVE FARMER

In Shelby, N.C., Farmer J. E. Parker was quietly milking a cow near the front door of a barn on March



## SOVIET TRACTOR, U.S. LEG

In Eastern Germany the Reds revived the Leipzig Fair, stocked it with shiny (and generally unavailable) goods from the satellite "democracies." On display was a Russian hay cutter which ran shakily but

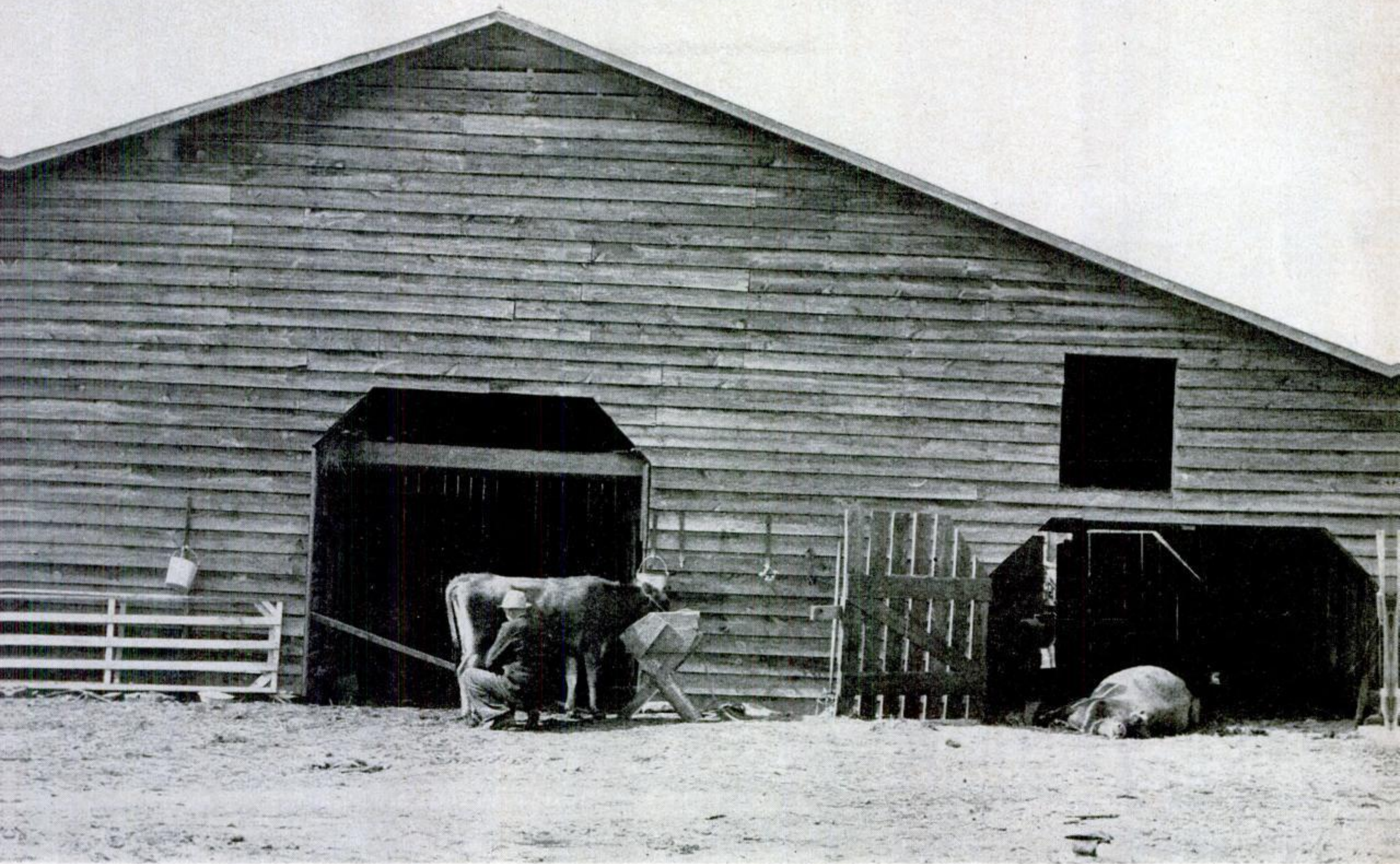
nonetheless drew cries of "*Wunderbar!*" As a carefully contrived contrast, there was a poster (top) advertising an anti-U.S. magazine, "*USA*," designed to show "life in America." On the cover was the old picture (1947) of Betty Henderson, hoisting her 71-year-old leg onto a table at the Metropolitan Opera.



## GOOD-HUMORED QUEEN

In London the king and queen called for a command performance on March 9 of the Sadler's Wells ballet to entertain visiting President Auriol of France. The usually sedate Queen Elizabeth appeared in glittering jewels, smirked and





9 while two other cows at left and right waited their turn. Along came a single bolt of lightning which tore through the house, ripping out clapboards and Sheetrock; smashed the radio to bits; burned up a

mattress; drove a table top into the ceiling; hurled a one-year-old child right across the room; burned another child and its mother. These, however, were only incidentals. The lightning bolt also whipped

across the barn, crackled around Farmer Parker's head and killed the cows standing on both sides of him, leaving him in the center totally unharmed, where he is shown above quietly milking a survivor.



waved with high good humor to an audience as lavishly adorned as she. It was the gayest gathering, in terms of grins, diamonds, ribbons and medals, that London had seen in 10 years; and it pointed up the happy fact that England and France are now fast repairing the friendship strained during World War II.



**CONVINCING WITNESS** In Washington ex-U.N. delegate Dorothy Kenyon, named by Senator Joseph McCarthy of Wisconsin in support of his charge that 57 Reds are at work in the State Department, struck back. At a Senate investigating committee



hearing—which McCarthy did not attend—Miss Kenyon testified with a look of deadly and impressive seriousness. She denied McCarthy's allegations in detail, convinced his fellow Republican, Bourke Hickenlooper of Iowa, that there was "not the least evidence" that she had been "in any way disloyal."





OF THESE HAPPY RUGBY FANS, PHOTOGRAPHED JUST BEFORE THEY TOOK THE PLANE BACK TO WALES FROM HOLIDAY TRIP TO IRELAND, ONLY THREE SURVIVED

## END OF A HOLIDAY

Aviation's worst crash kills 80  
within sight of a Welsh airport

It had been a great day for the Welsh. Their team had just won the International Triple Crown at the Belfast Rugby matches, defeating the best teams from the entire United Kingdom. The fans who had flown over in a chartered plane for the games had gladly paid the £10 5s. fare even though for most of them—miners, farmers, tradesmen—it had meant a full week's salary. Their voices lifted in a final chorus of *Land of My Fathers*, as 78 of

them and the crew now piled into a huge Avro Tudor V for the one-hour trip home. Within view of their home airfield something went wrong. The plane turned on its back, dropped like a rock. The death toll of 80 was the highest in all aviation history, and the crash was the fourth (with a total of 135 fatalities already) involving the postwar Avro Tudor planes. This week, after questions and protests in Parliament, a court inquiry was ordered.

GIANT PLANE FELL JUST BEYOND HOUSES OF TINY VILLAGE OF SIGGINSTON (FOREGROUND) AFTER SKIMMING AIRPORT (BACKGROUND) AT LESS THAN 30 FEET





*They*

—enjoyed it back in old New Orleans,  
this excitingly different Chicken Soup



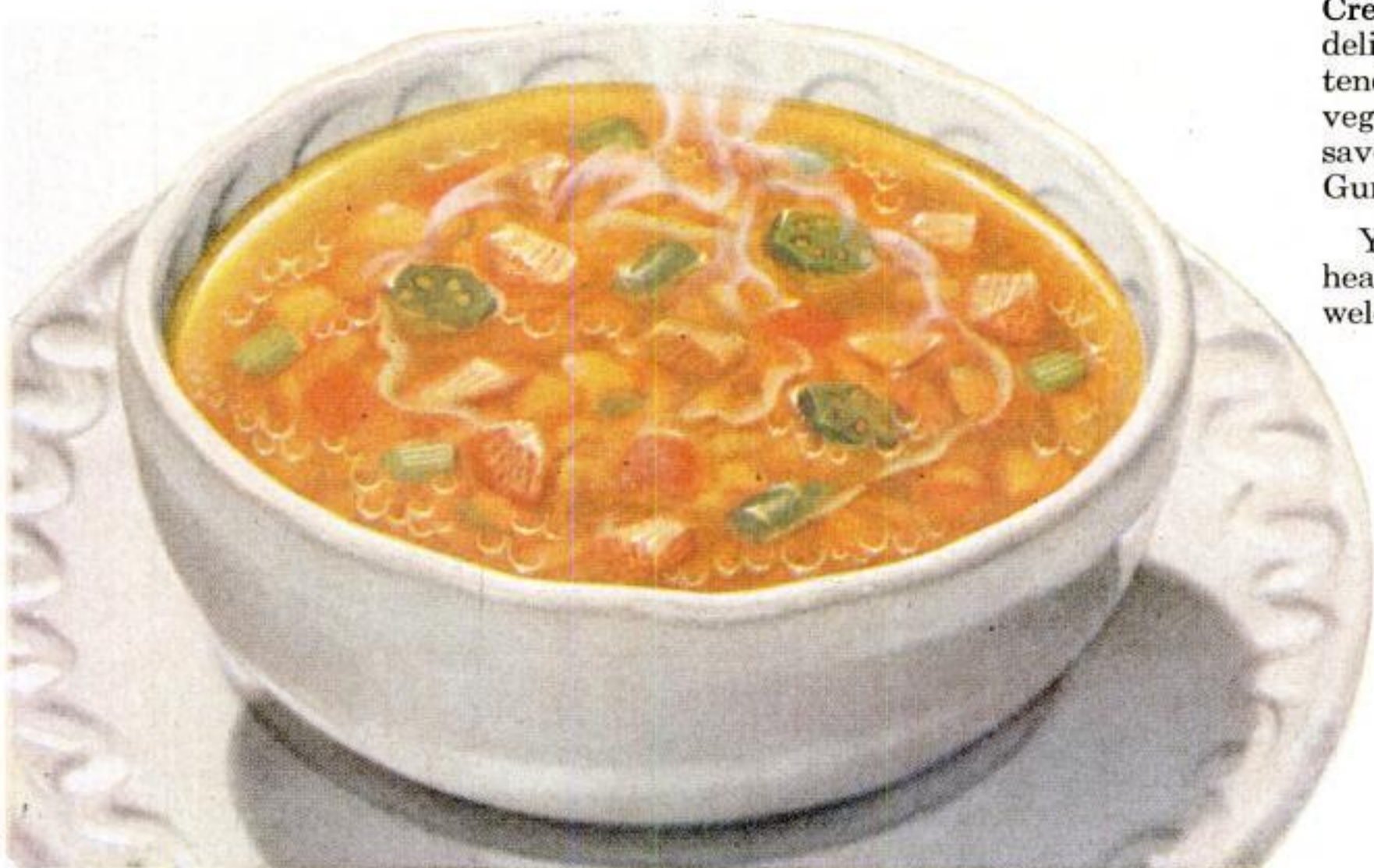
*Color painting inspired by a typical New Orleans courtyard kitchen.*

*You*

will welcome it today! Ask for  
Campbell's Chicken Gumbo Soup

Adapted by Campbell's from a cherished old Creole recipe, its fine chicken stock brims with delicious things—green okra, tomatoes, rice, tender pieces of chicken. This chicken-and-vegetable soup is temptingly seasoned, too, with savory herbs. No wonder Campbell's Chicken Gumbo Soup is delighting all America!

You'll find it a "lift" for family lunches . . . heart-warming for early Spring suppers . . . right welcome *any* time. Have it soon!



*Campbell's*  
**CHICKEN GUMBO SOUP**



I'm a belle of Old New Orleans,  
Of cavaliers the toast;  
My famous chicken gumbo soup's  
The talk from coast to coast!



# THE WORLD'S LARGEST OF ELECTRICAL



★ **FAMED GENERAL ELECTRIC ACTIVATOR\* WASHING ACTION**—No other washer washes your clothes so gently—yet so thoroughly.

★ **FAMED GENERAL ELECTRIC HIGH-SPEED SPIN**—Spins at 1140 r p m—no other washer removes so much water, spins clothes so fluffy—light. Many pieces ready to iron at once.

★ **5-YEAR PROTECTION PLAN IN WRITING**—Includes 1-year warranty on the entire washer—plus additional 4-year protection on “sealed-in-oil” mechanism on washer used for household use.

★ **SMALL-LOAD SELECTOR**—A flip of the finger, and you save gallons of water on small loads.

★ **OVERFLOW RINSE**—Floats soap curd and dirt UP and OUT of clothes, and down drain.

Completely Automatic... First and only Sealed Unit ever built . . . No Oiling . . . Water Temperature Selector . . . Automatic Soap Dispenser . . . Portable . . . No Bolting Down . . . Convenient Top Opening . . . Baked Enamel Finish . . . and 27 other great features. \*Reg. U. S. Pat. Off.





**MANUFACTURER**

**APPLIANCES INTRODUCES...**

# The World's Finest Automatic Washer!

**UNEQUALLED! Washes your clothes REALLY CLEAN! Spins your clothes REALLY DRY...  
DRIER THAN ANY OTHER WASHER!**

*Here's why  
G-E washed  
clothes are  
really clean!*

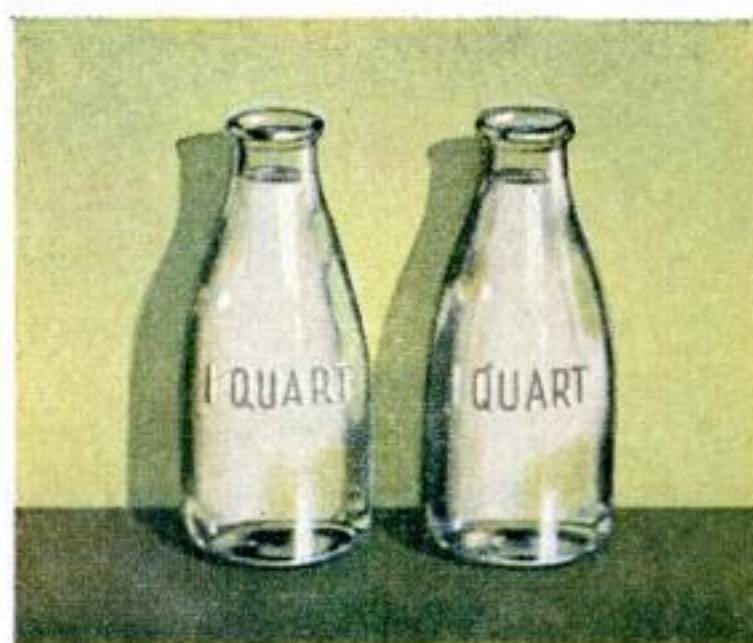
*Cleansing  
action—suited  
to your wash!*

## GET A COMPLETE DEMONSTRATION

Let your General Electric  
dealer show you the  
World's Finest Automatic  
Washer today!



Clothes that come out of an ordinary washer soggy and dripping can't be clean, because of rinse water left in them. Some dirt stays when the water evaporates.



The new G-E Automatic Washer removes up to 2 QUARTS more water from an average load of clothes than other washers. G.E.'s High-Speed Spin does it!



That means less soil left in clothes—cleaner, brighter clothes—and clothes that actually feel fluffy-dry. Clothes are so dry, you can iron many pieces—at once.



Your fine, dainty things get lots of loving care. Famed Activator Washing Action dips, flexes, and gently scrubs each piece individually—just as in hand washing.



Heavily soiled clothes get a thorough washing! Activator Washing Action passes them again and again through 3 zones of washing action—vigorous, medium, light.



You'll have the cleanest wash ever with your new G-E. If you've been waiting to be SURE of the best, now is the time to buy! General Electric Co., Bridgeport 2, Conn.

**GENERAL**



**ELECTRIC**



You just can't  
buy a better drink  
anywhere!

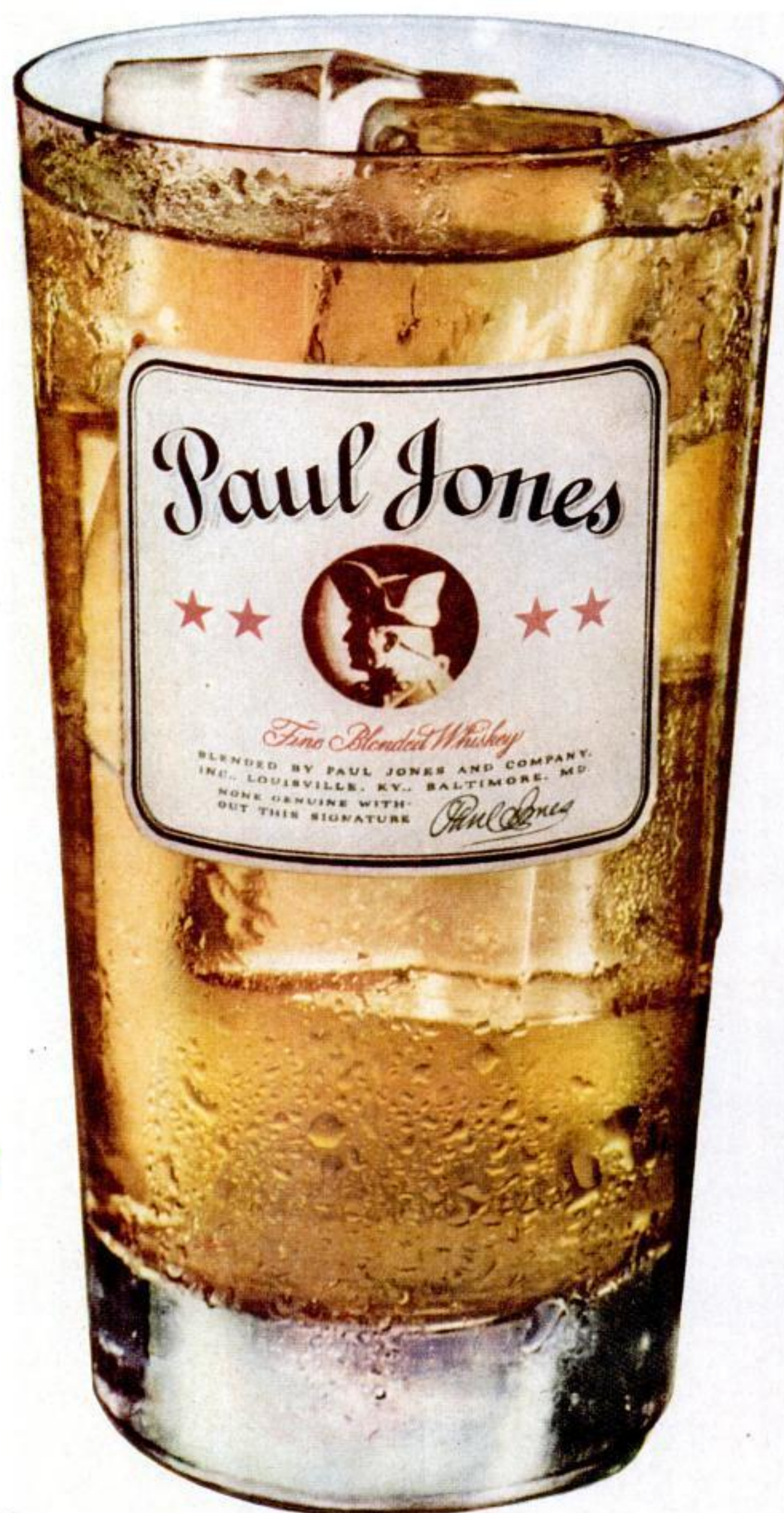


No matter where you look, you just can't find a better whiskey buy than Paul Jones!

It's so smooth, so rich in flavor... yet its cost is surprisingly low. Truly, Paul Jones is today's greatest whiskey value!

**Paul Jones**  
FIRST OF ALL... FOR FLAVOR!

FINE BLENDED WHISKEY.  
86 Proof. 72½% grain neutral spirits.  
Frankfort Distillers Corp., N. Y.





# THE UNSOLVED CASE OF LEOPOLD OF THE BELGIANS

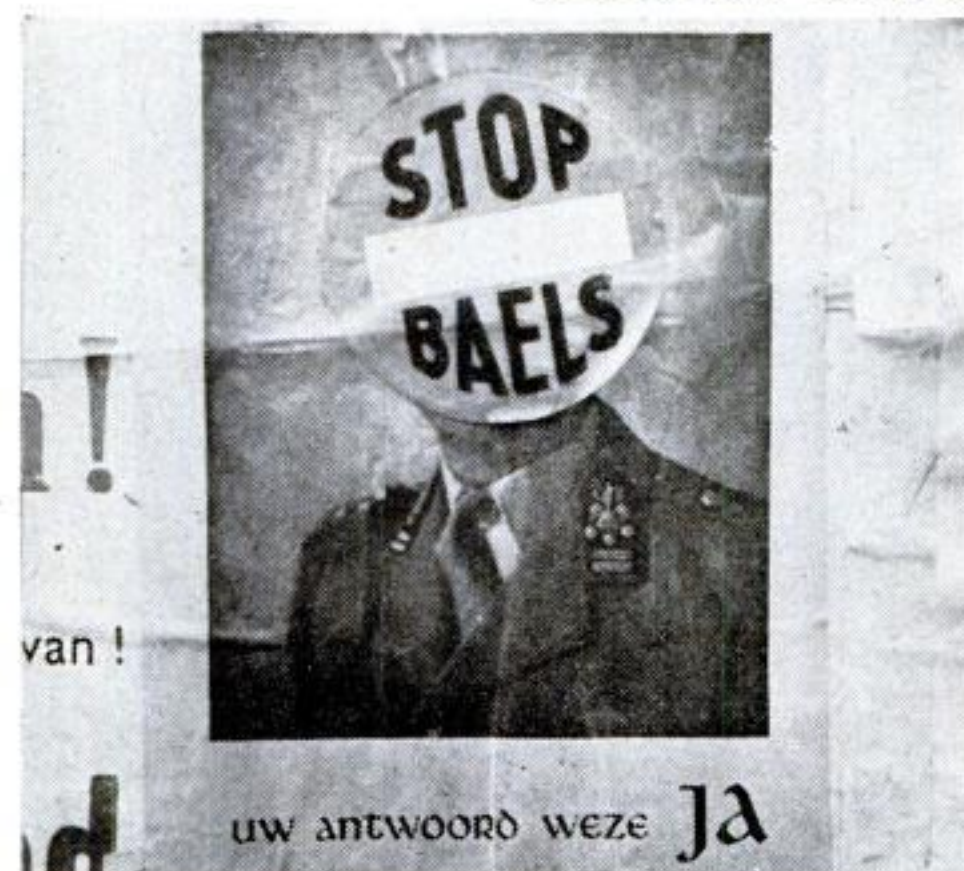
In May 1940, Belgium's King Leopold III surrendered himself and his army of 500,000 troops to the Germans after 18 days of fighting. In November of that year he visited Adolf Hitler. In September 1941 he married the beautiful Flemish commoner who had been governess to his three children by the late, beloved Queen Astrid. Deeply concerned over all of this, Belgium's Parliament voted in 1945 to bar Leopold's return to his throne without its permission. Finally last week in an advisory plebiscite, Belgium's people considered the same issues: 57.68% voted that the king should be invited to rule again. But his majority came from the Flemish Catholic north alone. In Brussels and the French-speaking Walloon areas the vote was no. The historic split between the Flemish and the Walloons, which such campaign posters as those below aggravated, was now more bitter than ever, a solution still to be found.



LEOPOLD AND WIFE, PRINCESS DE RETHY (NEE MARY BAELS), ON THE RIVIERA



**PRO-LEOPOLD POSTER** shows handsome, 48-year-old king as heroic figure in army commander's uniform.



**DEFACED POSTER** is plastered with "Stop Baels" sign; it refers to his wife's family, allegedly pro-Nazi.



**ANTI-LEOPOLD POSTER** uses memory of Queen Astrid against him. She died in wreck of his car in 1935.



**VISIT TO HITLER** is depicted on this anti-Leopold sign. King said he went to help Belgian war prisoners.



**A HAPPY STALIN** is threatened "If you vote no." Leopoldists contend that Reds will profit by disunity.



**KING'S RETURN** is promised in the Flemish sign at left. French-speaking Walloons smeared such posters.



**POSTERS ARE BURNED** in pile as plebiscite ends. Leopold said his fate was still up to Parliament to decide.



**UNWITTING CAMPAIGNER** for Leopold is Brussels statue which king's supporters adorn with slogans.





"I Teach five classes a day, have to understand more than a hundred students—yet none of them suspects I'm hard of hearing. Thanks to Sonotone, nobody knows I'm deaf!"

## "NOBODY KNOWS I'M DEAF!"

**S**HE TEACHES in a large public school—yet nobody knows she's deaf!

People *would* have known it, though, if she had ignored the early signs of hearing trouble, as so many others do.

It was a lucky coincidence that, shortly after her hearing began to slip, the pupils in her school were given free hearing tests—as a part of the plan to preserve children's hearing (the plan that has received so much impetus from the efforts of Irving I. Schachtel, President of Sonotone Corporation).

So this teacher found it easier to take the vital step so many people neglect. She had her hearing tested, and found that her hearing loss was the progressive kind—but she had discovered it in time.

No one knows to this day that she's hard of hearing. No one *sees* her Sonotone, and she hears so *easily*, so *effortlessly* that she has none of the *give-away* signs of nervous strain that make neglected deafness so conspicuous.

You can learn why deafness is actually *less* conspicuous with a Sonotone than *without* one by sending for a free picture booklet "Nobody Knows I'm Deaf"—the heartening story of a deafened career girl.

You can get your *free* copy of "Nobody Knows I'm Deaf", in a plain wrapper, by mailing the coupon below.

There are over 360 Sonotone offices in the U. S. Look for the nearest in your phone book.



**NO TELLTALE BUTTON** in your ear when you wear Sonotone's revolutionary OUT-A-SIGHT! No one notices you wear a hearing aid, and your hearing is so smooth and natural you forget it, too.

**WRITE NOW FOR FREE BOOKLET!**



**SONOTONE, Box 404, Elmsford, N. Y.**

Please send free booklet, "Nobody Knows I'm Deaf", to:

Name.....Apt.....

Address.....

City.....State.....

**Leopold** CONTINUED



**CHEERING CROWDS** hail Leopold's 22-year-old daughter Charlotte as she returns to Brussels from Switzerland to cast her own royal vote for father.



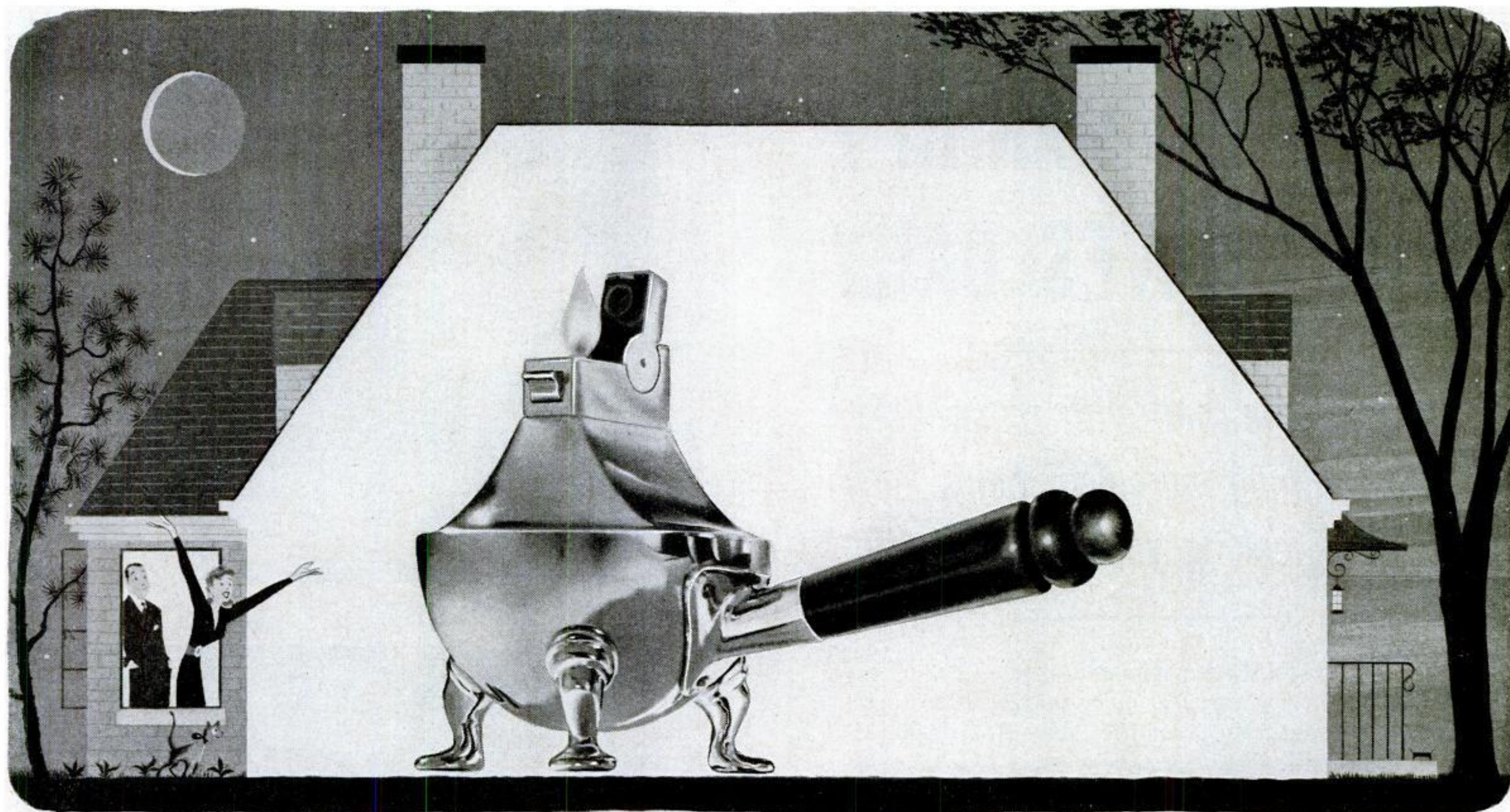
**FAITHFUL SUPPORTERS** of Leopold went all out on day of nationwide plebiscite. This peddler festooned his raised umbrella with the king's pictures.



**LEOPOLD'S PICTURE** on the rear of supporter's car looms larger than his squeaky national margin. The sign proclaims, "Yes, the king will come back."

CONTINUED ON PAGE 50





The 'Heritage' Table Lighter...shown actual size.

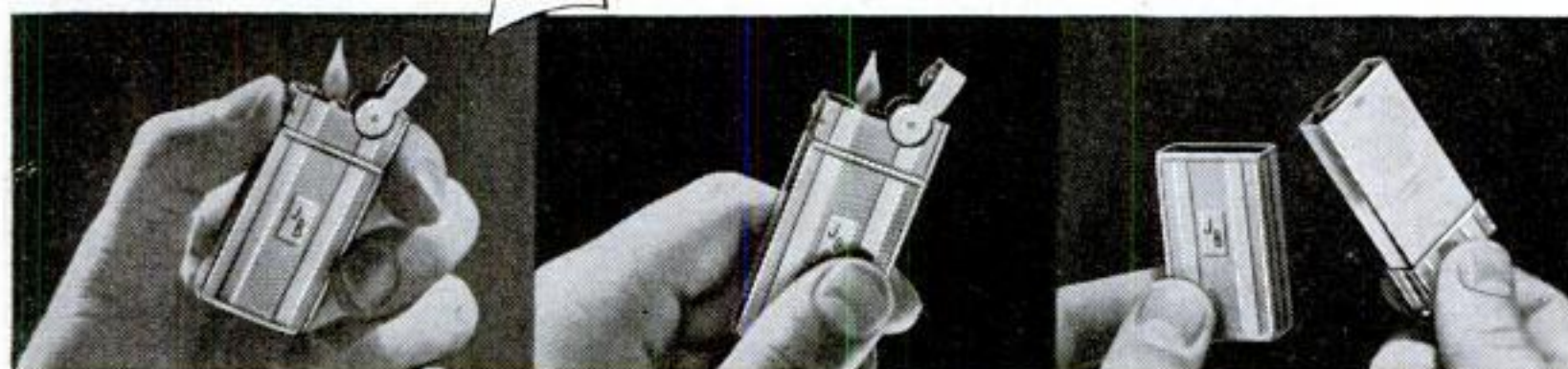
## How to make someone at your house happy!



The folks in your house—or any house—will live happily ever after with the A•S•R 'Heritage' Table Lighter! Note its ageless styling! Note its unique handle—you actually *serve* a light! There's no other

lighter like it! In Rhodium, Copper, or solid Brass. Decorators' choice to harmonize with any style furnishings. \$12.50 No Fed. Tax. With matching tray and cigarette urn, \$25.00 No Fed. Tax.

ONLY **ASR** GIVES YOU ALL THREE...



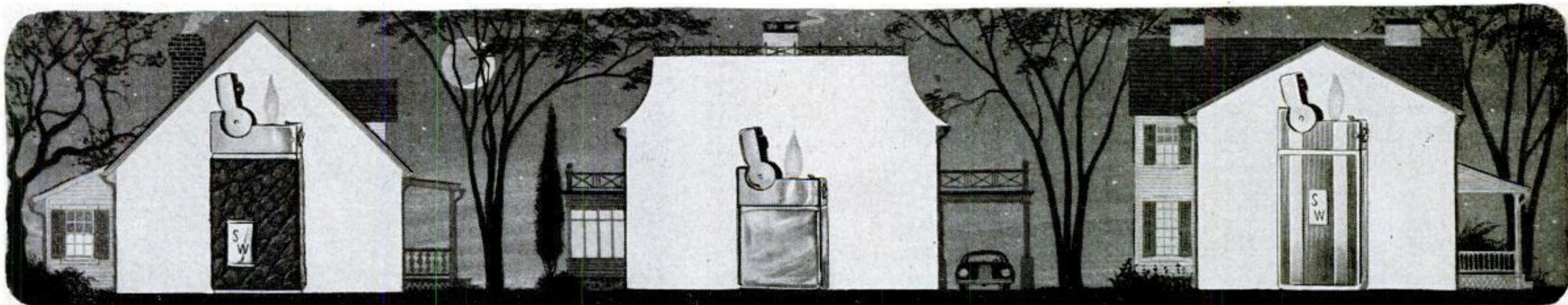
1. Automatic 'light-switch' action. Just press—it's lit! Never fails.
2. Stays lit without holding. You pass a light without passing your thumb!
3. Pulls apart readily for easy refilling—but seldom needs refueling!



*the Gift Lighter*

PRECISION **ASR** PRODUCTS

If your dealer cannot supply you, please send us his name.  
A•S•R Corp., Brooklyn 1, N. Y.



COMFORTABLY AT HOME in his pocket or her purse, the handsome A•S•R lighter in elegant Alligator goes with everything. Also in Cobra, Ostrich, Pin Seal. \$9.00 No Fed. Tax.

ULTRA SMALL, ULTRA SMART, A•S•R 'Midget' in lustrous Mother-Of-Pearl fits snugly in a change purse or vest pocket. Large fuel capacity. Scratch resistant. \$12.50 No Fed. Tax.

A THOUSAND THANKS . . . for the thoughtful person who gives an A•S•R 'Rhodium' lighter. Resists tarnish. \$7.50 No Fed. Tax. Other models \$5.95 to \$3500.



# FOR THE 1 MAN IN 7 WHO SHAVES DAILY

*New preparation with remarkable skin-soothing ingredient helps keep the face looking young and healthy!*

**M**ODERN LIFE now demands at least 1 man in 7 shave *every day*. But daily shaving hastens the loss of the natural oils of the face—often results in wrinkled, old-looking skin.

To help men solve this problem, we developed Glider—a wonderful new brushless shaving cream containing a special ingredient that helps preserve the youthful qualities of the skin.

Now—every time you shave with Glider—you give your face the benefit of this remarkable substance . . . and you get a cleaner, faster shave in the bargain!

## SMOOTHS DOWN SKIN

Glider is fast, easy and pleasant to use. You just wash your face thoroughly with hot water and soap to remove the grit and oil that collect on whiskers every 24 hours. Then spread on Glider quickly and easily with the fingers—never a brush. Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to *glide* over your skin, cutting your whiskers close and clean *without irritation!*

For men in responsible positions—doctors, lawyers, businessmen and others who must shave *every day*—Glider is invaluable. It helps eliminate the dangers frequent shaving may have for the face and leaves the skin youthfully soft and good-looking.

## TRY GLIDER FREE

You can get Glider at any toilet-goods counter. Or, because we're so positive that Glider will give you more shaving comfort than anything you've ever used, we'll send you a guest-size tube **ABSOLUTELY FREE**. No stamps—no cartons—no dimes. You get the tube—enough for three full weeks—at no cost to you.

Just send your name and address to The J. B. Williams Company, Dept. LG-3, Glastonbury, Conn., U. S. A., and we'll mail you postpaid your tube of Glider. On this **FREE** trial test, we rest our case entirely.

Don't delay—send us your name and address today! This offer is limited to one tube per user and all letters or postcards must be postmarked not later than July 31. (Good only in U. S. A. and Canada.)

*Charles S. Campbell*

PRESIDENT, J. B. WILLIAMS CO.

Leopold CONTINUED



**OPPOSING** Leopold's return were Camille Huysmans (left) and Belgium's ex-Premier Paul-Henri Spaak, shown at Socialist meeting during campaign.

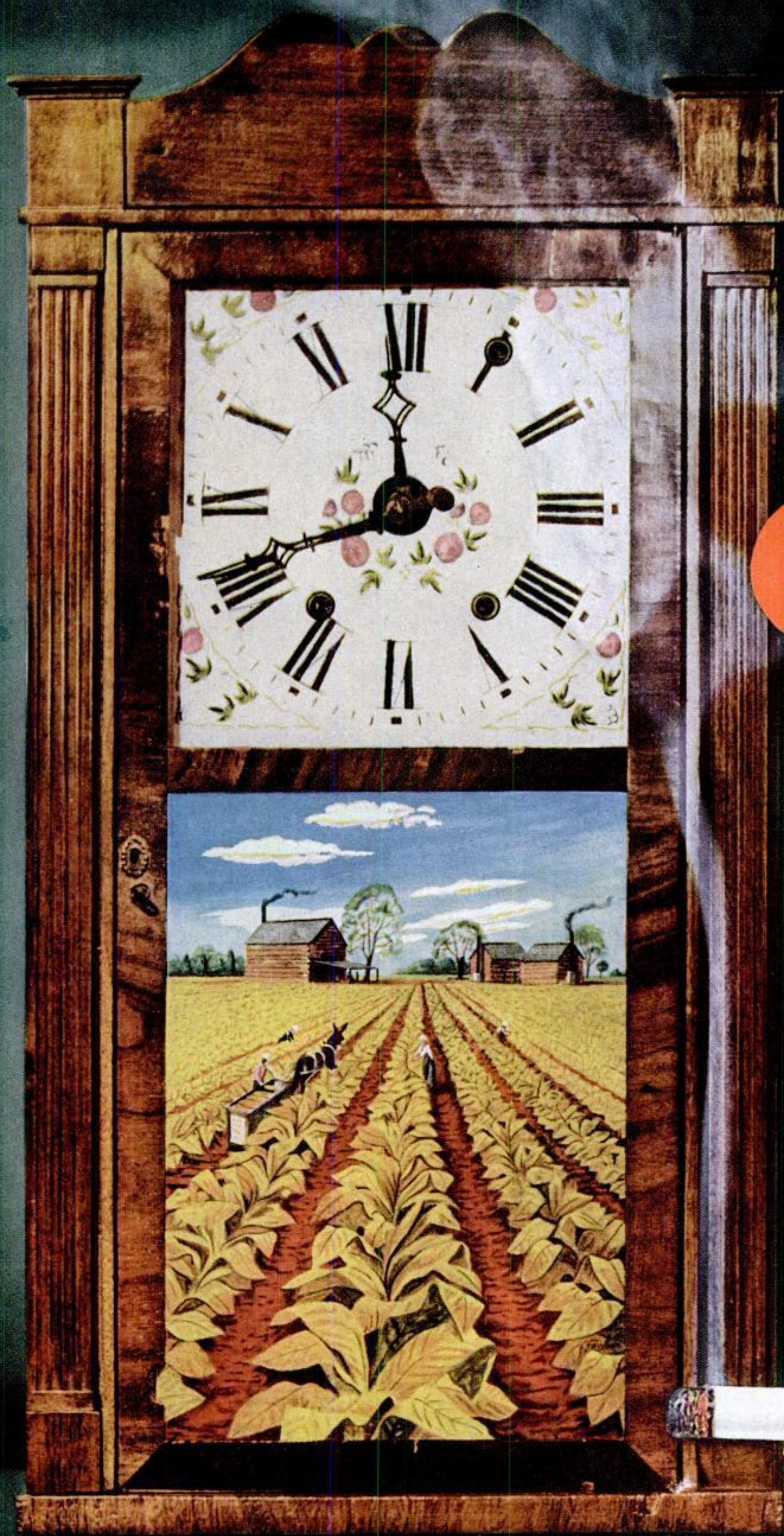


**SUPPORTING** the king's return was Christian Socialist Premier Gaston Eykens. His cabinet quit when strike of Socialist-led workers followed plebiscite.



**AGREEING** on headaches of royalty were Leopold and Sweden's ailing Gustav, 91, who recently visited in Nice where Leopold and his wife met him.





The Makers of  
**Old Gold**  
have been curing  
the World's  
Best Tobacco  
for a  
long, long time

P. LORILLARD COMPANY  
ESTABLISHED 1760

For a **TREAT** instead of a **TREATMENT**





*"For the sweetest drive ever... give me*  
*Borg-Warner's new*  
**B-W Automatic**  
**Transmission!"**

says **WILBUR SHAW**, *President, Indianapolis Motor Speedway*

**COMING SOON ON LEADING MAKES OF CARS! THE SIMPLEST... MOST ADVANCED... MOST EFFECTIVE NO-SHIFT DRIVE EVER DEVELOPED!**



**150** fewer parts

than other automatic transmissions. Perfected through 18 years of intensive research and exhaustive testing.



**S**aves gas!

More miles per gallon than with any non-automatic transmission. Combines in large measure the benefits of B-W Overdrive.



**S**mooth, continuous power flow!

No objectionable engine racing. Standing start to full speed is one powerful, silent sweep.



**F**ast, positive response!

No "mushiness". Instant pick-up. B-W Transmission is solid feeling all the time for utmost driving pleasure.



**N**o creeping!  
**No heating!**

No need to keep your foot on the brake at stops. And B-W Transmission stays cool. Won't heat your feet.



**F**ull braking by the engine

just as in hand-shift transmissions. Car can't "run away" on the hills. Stay in "low" if you so desire.

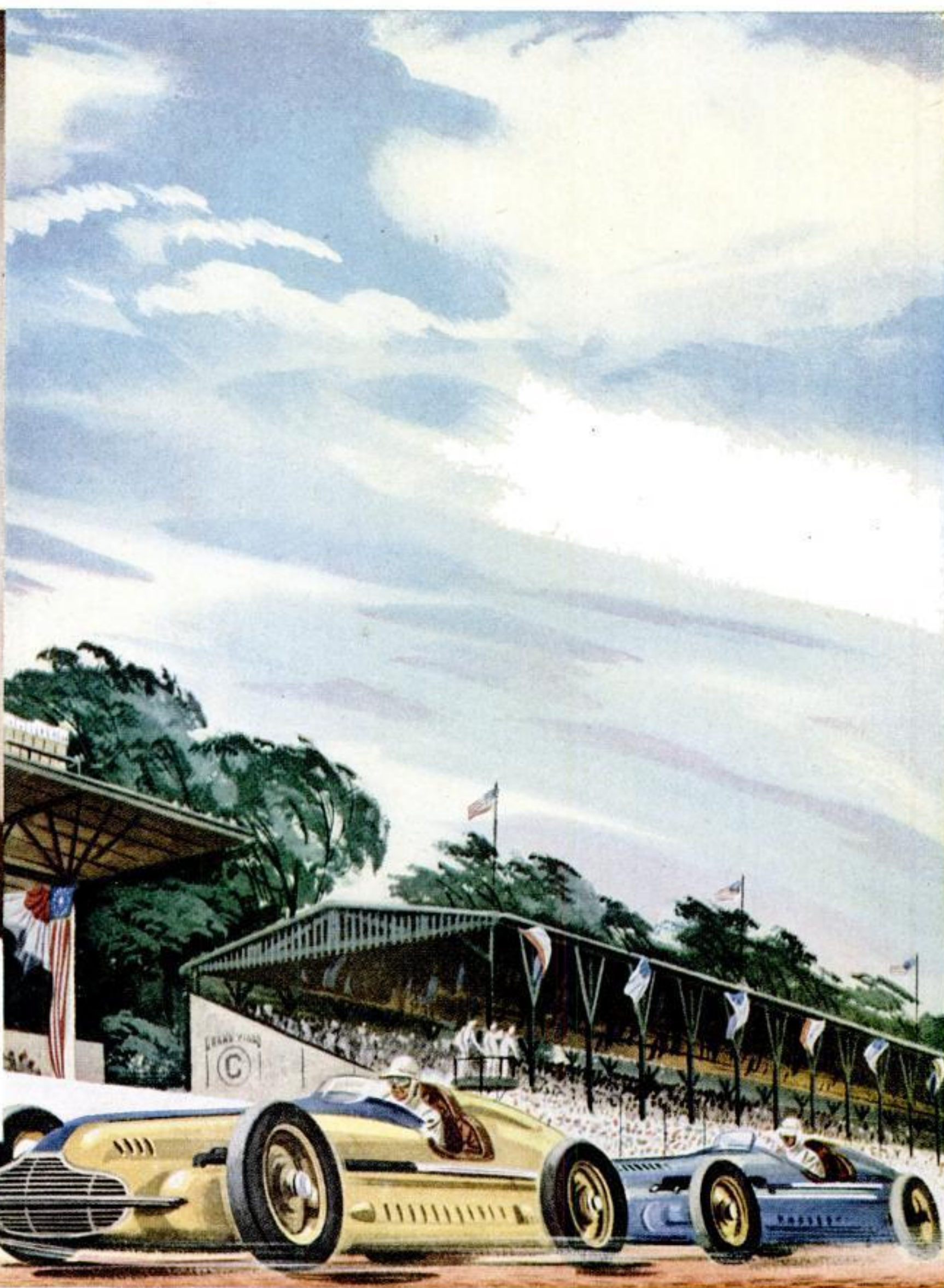
ALMOST EVERY AMERICAN  
 BENEFITS EVERY DAY FROM THE  
 185 PRODUCTS MADE BY

**BORG-WARNER**





*Three-time winner* of the Indianapolis 500-mile Memorial Day classic, Wilbur Shaw is one of auto racing's all-time greats. Today, as President of the world-famous Motor Speedway, his whole life still centers around skilled automobile engineering.



## **I**n addition — you get all these advantages:

**You're the boss!**

Overrule the automatic at any time.

**Saves the engine.**

Cuts down engine revolutions 15%.

**"Rocks" for mud or snow.**

Instant switch—forward to reverse.

**No back-slip on hills.**

When you stop, car will hold its position without braking.

**Special mechanical parking lock.**

Gives positive rear-wheel lock—even when motor is idling.

**Simplest maintenance.**

Designed so that it is easy to check.

*"I got a thrill when I tried out the new Borg-Warner Automatic Transmission. I've experienced all kinds of no-shift drives, but this one is different—solid-feeling, smooth, fast-acting. And the gas economy it gives is conclusive proof of its efficiency. I feel that Borg-Warner's new transmission is everything that auto owners have hoped for in an automatic drive."... WILBUR SHAW.*

*The motoring miracle of the year!* No clutch pedal, no shift, of course. It brings advantages never offered before...eliminates the shortcomings of earlier automatic transmissions.

Driving is made so unbelievably effortless...so luxuriously smooth and quiet. Power is delivered to the wheels in one uninterrupted flow that rises and

descends to your touch on the gas pedal.

And to give you double assurance of the highest efficiency and greatest economy, Borg-Warner adapts this newest automatic transmission to the individual motorcar maker's own special requirements!

**19 OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER**

*These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago:* BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHLEBLER CARBURETOR • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.







## It's still the thing to do...

A young gallant of 1847 declared his "intentions" by presenting his fiancée with an engagement ring. And today, the solitaire on a girl's "heart-finger" is still the symbol of a wedding-to-be. A lovely tradition indeed, to go with another just as lovely...



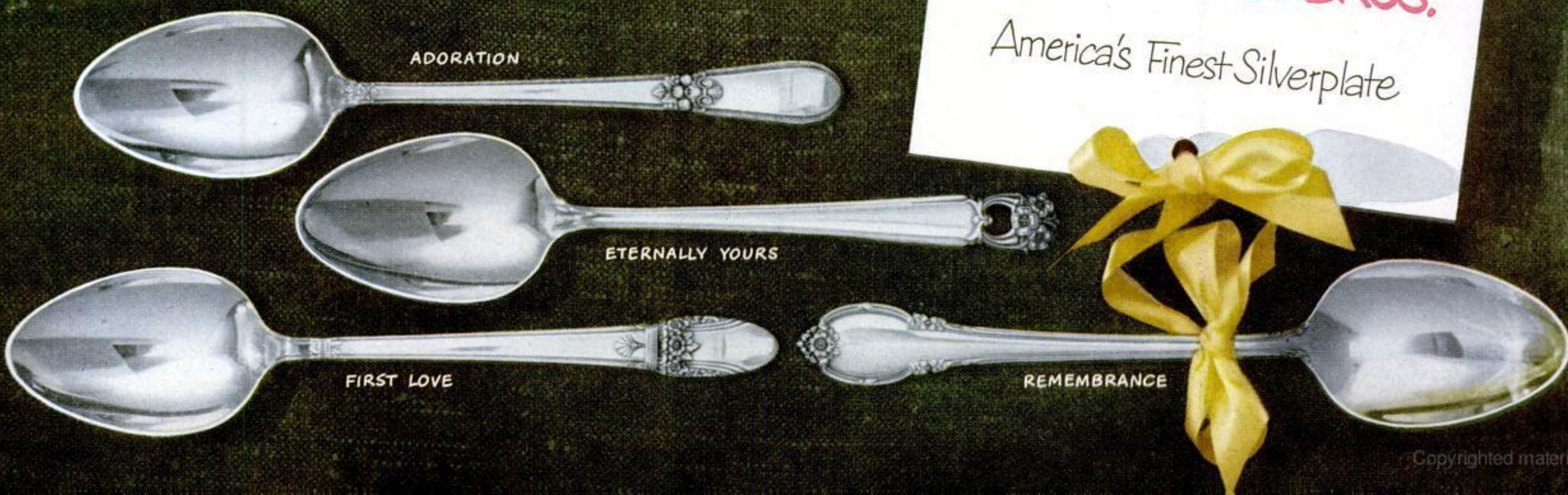
COPYRIGHT 1950, THE INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.

## It's still the thing to own...

For generations 1847 Rogers Bros. has been by far the favorite silverplate selection of beauty-wise brides. And that's still true today! It's natural. For the 1847 Rogers Bros. patterns that win modern girls' hearts have a perfection of balance and finish—an extra height and depth of ornament usually found only in solid silver. 52-piece service for eight, \$64.75 with chest. No Federal tax. Same low price as in 1945!

## 1847 ROGERS BROS.

America's Finest Silverplate







UNDER SUNSHINE WHICH BILLY GRAHAM HAD PREDICTED IN CONTRADICTION TO U.S. WEATHER BUREAU, SOME OF HIS HUGE AUDIENCE WATCH HIM IN ACTION

## BILLY IN DIXIE

South Carolina gives revivalist  
biggest crowd he has ever pulled

Not since the great days of Billy Sunday 27 years ago had South Carolinians seen anything like it. Billy Graham, a 31-year-old evangelist who rose to prominence barely six months ago in Los Angeles (LIFE, Nov. 21), was staging a spell-binding revival campaign in Columbia, S.C. On March 12 he hoped to fill the University of South Carolina's stadium for a bang-up final rally.

When the afternoon came, more than 40,000

spectators, including Governor J. Strom Thurmond and former Secretary of State James F. Byrnes, overflowed the stadium. It was the biggest crowd Graham had drawn. For almost an hour he held forth, arms waving, warning of a judgment day for all but "the righteous" in "sinful America." Before the meeting was over 2,000 persons had swarmed out of the stands, knelt before Graham and "made the decision for Christ."

CONTINUED ON NEXT PAGE



for the  
**shine**  
of your life  
and the life of your shoes



**LANOLIZE**  
your shoes with  
**ESQUIRE**  
**BOOT POLISH**\*

Give your shoes a brighter, longer-lasting shine. Help your shoes last longer. Lanolize them with Esquire, the shoe polish that contains Lanolin, nature's own leather preservative. It's the quality polish used by more men, women and children than any in America. Start today . . . Lanolize all your shoes with Esquire Boot Polish and give them that brighter, longer-lasting

**LOOKING GLASS SHINE**

Buy Esquire Polish today at your favorite shoe store, shoe repair shop, dept. store



*contains lanolin*

PRODUCT OF KNOMARK MFG. CO., INC., BROOKLYN, N. Y.

\*REG. U.S. PAT. OFF.

Watch "BLIND DATE" on TELEVISION, featuring ARLENE FRANCIS

Billy Graham CONTINUED



**FLOCKING TOWARD HIM**, the first of the 2,000 converts come across the stadium grass toward Graham as he beckons to them with outstretched arms.



**FAMOUS GUESTS**, Mr. and Mrs. James Byrnes, are introduced to crowd. Byrnes, who is running for governor of South Carolina this year, got ovation.



**CONVERTS KNEEL** as Graham prays, "Oh God, I am a sinner. I confess my sin." After few more stops in South, Graham plans to invade New England.





That old favorite...

PEPPERMINT STICK CANDY

now appearing in a new roll...



STIK O PEP... Life Savers' latest-5¢





**"IL PLEUT, BERGERE"** is name of outfit worn by Marie-Christine Pangon, a Sylvain model for three of her four years, who stands by Seine near Pont Alexandre III.

Title, from a nursery song, means "It's raining, shepherdess." Ensemble costs 47,000 francs (\$135), consists of rainproof gabardine hooded cape, rainproof, striped dress.



# PARIS COUTURE IN MINIATURE

## TINY CLIENTS PICK NEW SPRING CLOTHES

Just across the street from Paris' Tuileries Gardens, traditional playground for well-bred French children, is the dress shop of Jane Sylvain. Madame Sylvain caters to the baby-carriage trade of Paris, from one year old up to the time the young ladies are ready to graduate to cocktails at the Ritz. So, while adult Parisiennes were flocking to see the spring collections at Fath and Dior, their smaller counterparts were swarming to Sylvain to study parading models their own size (*below*) and order their own spring wardrobes, usually with some assistance from their mothers.

Madame Sylvain feels that young ladies should be dressed with "appropriate elegance" from their

earliest youth in order to acquire good taste. Such an education comes high, as exemplified by the price of the ensembles shown on these pages. But there are plenty of French parents who feel it is worth the cost. Materials are excellent and seams are made wide enough to allow for three years' growth. Also, Madame Sylvain keeps a dressmaker's dummy for each steady customer, even though it has to be remade twice a year. With these services Madame Sylvain has won such customers as the grandchildren of the president of France as well as the offspring of many French film stars. Her real ambition, however, is to win the custom of Rita Hayworth's 3-month-old daughter Yasmin.



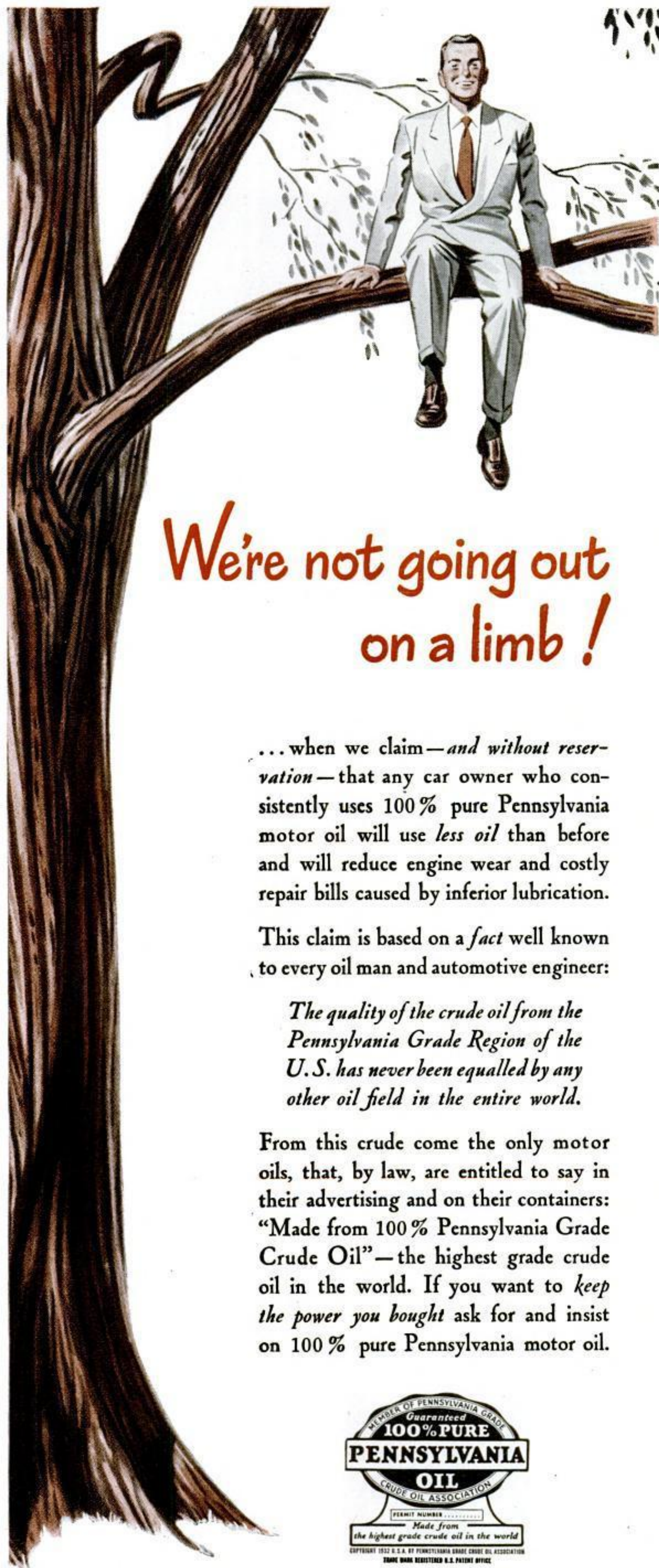
**CUSTOMER** Françoise Graves, 2½, appraises a raincape lining while trying on party dress. She ordered all four outfits modeled by Marie-Christine (*pp. 60, 63*).



**WITH PROFESSIONAL APLOMB** Model Marie-Christine parades deadpan past audience. She paid no attention to other children as she marched through the salon,

though she occasionally curtsied or blew a kiss to enhance her performance. Toy lamb is part of shepherdess theme of dress which is worn under raincape (*opposite page*).





*We're not going out  
on a limb !*

...when we claim—and without reservation—that any car owner who consistently uses 100 % pure Pennsylvania motor oil will use *less oil* than before and will reduce engine wear and costly repair bills caused by inferior lubrication.

This claim is based on a *fact* well known to every oil man and automotive engineer:

*The quality of the crude oil from the Pennsylvania Grade Region of the U.S. has never been equalled by any other oil field in the entire world.*

From this crude come the only motor oils, that, by law, are entitled to say in their advertising and on their containers: "Made from 100 % Pennsylvania Grade Crude Oil"—the highest grade crude oil in the world. If you want to *keep the power you bought* ask for and insist on 100 % pure Pennsylvania motor oil.



For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION  
Oil City, Pennsylvania

MINIATURE COUTURE CONTINUED

## SHOP'S PRIZE CUSTOMER

Françoise Graves both amuses and exasperates Sylvain's staff. She has been known as *la cliente terrible* ever since, at the age of 16 months, she tore off her first creation at its final fitting. This spring, however, armed with a supply of lollipops, Françoise confined her expressions of opinion to cold stares of disapproval or mild interest (*below*). She finally ordered four outfits. This brought the bill for her spring wardrobe to \$435. As a steady customer, however, Françoise gets a discount.



FRANCOISE (LEFT) EXPRESSES DOUBT ABOUT NUMBER CALLED "RONDEAU"



HER INTEREST IS AROUSED ON CLOSE INSPECTION. DRESS COSTS \$90



MIND MADE UP, SHE SUBMITS TO FITTING BY MME. SYLVAIN (RIGHT)

[CONTINUED ON PAGE 63](#)



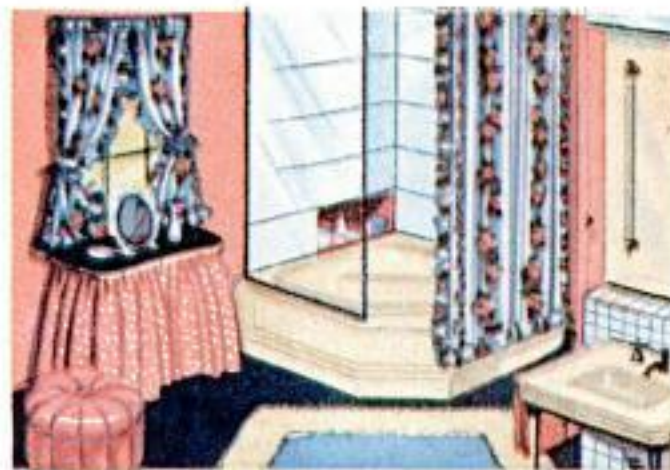
*What a joy*

to plan your color scheme around  
matching shower and window curtains

of **Firestone**  
*Velon*\*



You'll get dozens of exciting decorating ideas from just looking at the new patterns and colors in matching *Velon* shower and window curtains. See how many ways you can drape them, for clever new effects. See how *Velon* curtains inspire a whole new bath scheme, without changing a single fixture. Choose one pattern for upstairs bath to go with your bedroom. Downstairs let your bath harmonize with the foyer. No matter which patterns you choose, their beauty is enduring. *Velon* shower and window curtains resist sun and weather damage, wipe clean with a damp cloth. Matching beauties of Firestone *Velon* cost so little...last so long. Ask for *Velon* at variety and department stores, everywhere.



American Beauty Pattern by Allura Products, Inc.



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American Beauty Pattern by Mid-West Marko, Inc.



Ecstasy Pattern by Fratex Plastics of the Future



Four Seventy Pattern by Arlington Mfg. Co., Inc.



Listen to the Voice of Firestone Monday Evenings over NBC

\*TRADE MARK ©1950 FIRESTONE PLASTICS CO., POTTSTOWN, PA.

LOOK FOR THE VELON TAG....YOUR ASSURANCE OF FIRST QUALITY MATERIAL



RAINWEAR



YARD GOODS



WINDOW AND SHOWER CURTAINS



LUGGAGE AND UPHOLSTERY



WOVEN SEAT COVERINGS



SCREENING GARDEN HOSE



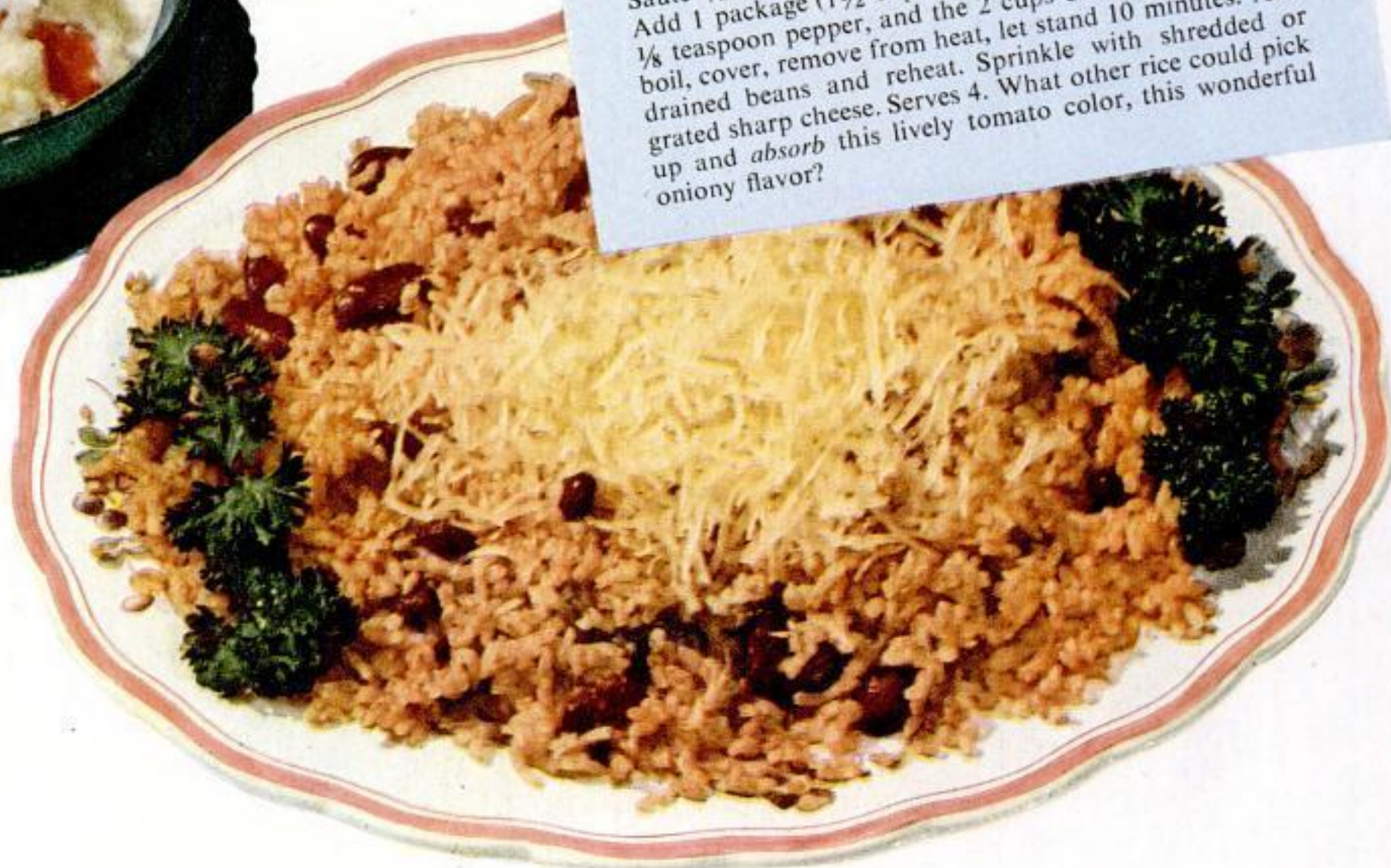


# Lightning-quick... and simply luscious



## "GAY-NINETIES" DESSERT...IN 22 MINUTES!

**Quick Rice Pudding.** Combine  $\frac{3}{4}$  cup Minute Rice,  $\frac{1}{4}$  teaspoon salt, 1 cup water. Bring to a boil, cover, simmer until all water is absorbed. Remove from heat. Add  $1\frac{1}{2}$  cups milk, 1 slightly beaten egg yolk,  $\frac{1}{3}$  cup sugar,  $\frac{1}{8}$  teaspoon each nutmeg and cinnamon, 1 tablespoon butter,  $\frac{1}{3}$  cup raisins. Bring to a boil, stirring constantly. Cover and remove from heat. Let stand until cooled to room temperature. Top with whipped cream and jelly. Serves 6. Try it as a rich, satisfying finale for a cold supper!



## ZESTY BUDGET-LUNCHEON...IN 28 MINUTES!

**Red Beans and Rice.** Hungry school kids cheer this juicy, ruddy dish. Drain liquid from No. 2 can of red kidney beans; add tomato juice to measure 2 cups of liquid. Sauté  $\frac{1}{2}$  cup chopped onion in 2 tablespoons butter. Add 1 package ( $1\frac{1}{2}$  cups) Minute Rice, 1 teaspoon salt,  $\frac{1}{4}$  teaspoon pepper, and the 2 cups of liquid. Bring to a boil, cover, remove from heat, let stand 10 minutes. Add drained beans and reheat. Sprinkle with shredded or grated sharp cheese. Serves 4. What other rice could pick up and absorb this lively tomato color, this wonderful oniony flavor?

## AMAZING NEW RICE DISCOVERY

makes hundreds of exciting dishes  
easy for you!

- ★ NO WASHING!
- ★ NO RINSING!
- ★ NO DRAINING!
- ★ NO STEAMING!
- ★ PERFECT RICE EVERY TIME!

Just put Minute Rice in water and bring to a boil... that's absolutely *all* you do to get fluffy, snowy, tempting rice *every time*!

It's miracle-quick, failure-proof, at ease as main course, vegetable, or dessert. Discover this new Minute Brand product for yourself—it'll give you loads of new menu ideas!



## FIX-EASY FEAST...IN 25 MINUTES!

**Last-Minute Supper Dish.** A perfect way to use up that leftover tongue! Sauté  $\frac{1}{4}$  cup chopped onion and  $1\frac{1}{2}$  cups julienne-cut smoked tongue in 2 tablespoons butter until onion is golden brown. Add 1 package ( $1\frac{1}{2}$  cups) Minute Rice, 1 bouillon cube, 2 cups hot water,  $\frac{1}{2}$  teaspoon salt, dash of pepper,  $\frac{1}{2}$  teaspoon Worcestershire sauce. Stir until bouillon cube is dissolved. Bring to a boil, cover, simmer 10 minutes. Makes a luscious, savory meal for 4.



## FISH-DAY SPECIAL...IN 25 MINUTES!

**Friday's Minute Rice-and-Fish Dinner.** Here's a different "vegetable" to serve with fish! Sauté  $\frac{1}{4}$  cup diced onion in 2 tablespoons butter until tender. Add 1 package ( $1\frac{1}{2}$  cups) Minute Rice, 1 tablespoon diced pimento, dash each of salt and pepper, and  $1\frac{3}{4}$  cups water. Cook according to package directions. Serve with fresh or quick-frozen string beans and pan-fried perch fillets—it's quicker, easier and more flavorful than potatoes! Serves 4.

For tastier,  
quick-quick meals

# MINUTE BRAND RICE

BRAND



A Product of General Foods





**SAMPLE COAT** and linen dress are tried on Françoise to see if she would like them made to measure. She did. The cost for the ensemble was \$150.



**BOLERO** is tried on over linen playsuit during second fitting. They were then sent to workshop in country outside Paris for final changes. Cost: \$60.



**OFF TO TUILERIES**, Françoise races exuberantly out of the dress shop in new raincape with hood already askew. Father, a wealthy exporter, can afford to have not only her but also her two sisters completely outfitted by Sylvain.

# CORONET

brandy

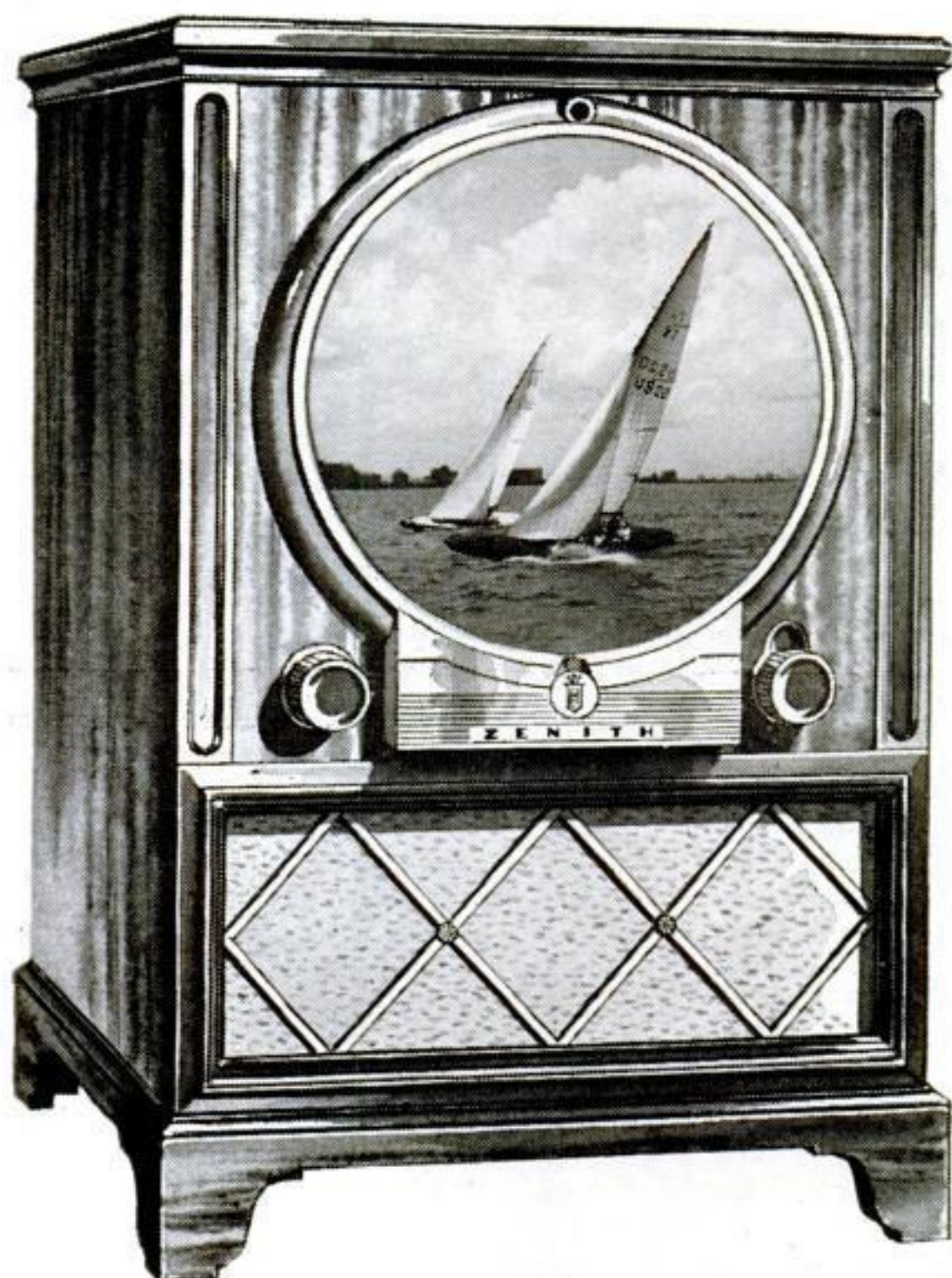


America's  
largest-selling brandy...  
makes the lighter highball  
  
makes your  
favorite cocktail!

Brandy Dist. Corp., 350 Fifth Ave., N. Y. 1, N. Y. California Grape Brandy 84 Proof.  
© 1950 BRANDY DISTILLERS CORP. Write for Coronet's free recipe booklet, "29 ways to use Coronet V.S.Q."



# New TV Value-Sensations of 1950



THE NEW "PRESIDENTIAL" LINE OF

## Black Magic Television

with New "Super-Range" Chassis and  
Built-in "Picturemagnet" Aerial

First to develop and perfect the amazing "Black" Picture Tube, Zenith® now brings you another great "first" in television—the new "Super-Range" Chassis. It assures you Black Magic picture quality and viewing ease *even in many locations where station signals are so weak that many sets cannot hold an acceptable picture!*

Every model of the new Zenith "PRESIDENTIAL" Line pictured here offers *all* the great Zenith developments in television, in cabinets of distinguished beauty and quality. Your Zenith dealer invites you to *prove in a demonstration* how they out-perform all other receivers, bar none! It will pay you to see at first hand how Zenith's engineering foresight keeps Zenith always ahead, always *top value for your television dollar!*

TIAL" Line pictured here offers *all* the great Zenith developments in television, in cabinets of distinguished beauty and quality. Your Zenith dealer invites you to *prove in a demonstration* how they out-perform all other receivers, bar none! It will pay you to see at first hand how Zenith's engineering foresight keeps Zenith always ahead, always *top value for your television dollar!*

Zenith "Lincoln" TV Console with 165 sq. in. Giant Circle Screen, \$359.95\*

### Only Zenith Television Gives You All These

**1. Blaxide "Black" Picture Tube** which lets you enjoy pictures of startling life-like detail, free from annoying glare or blur, even in daylight or fully lighted rooms! Doctors recommend this way to view television.

**2. New "Super-Range" Turret Tuner.** Brings in clear, steady pictures on a fraction of the signal strength formerly required! Gives far greater freedom from "snow" and other picture defects, even in outlying locations! One knob does it—absolutely no fiddling with many knobs—even when switching from station to station.

**3. Built-in Provision for the Proposed Ultra-High Frequencies.** You will not need to buy a new set to receive ultra-highs on present standards, nor will you need an expensive external converter!

**4. Built-in "Picturemagnet" Aerial.** In many locations—without outside antenna—just plug in and get beautiful pictures.

**5. Giant Circle Screen with Picture Control.** Gives you the LARGEST possible picture in relation to tube size, with a CHOICE of circular or rectangular shape pictures!

**6. "Gated" Automatic Gain Control**—minimizes picture flutter from airplanes, cars, diathermy, etc. . . by opening a radionic "gate" for 15 millionths of one second, then closing it against interference!

**7. Ainico 5 Picture-Focusing Magnet.** Automatically holds the picture focus steady, despite the usual variations in voltage from your light line. No jumping up to fiddle with a focusing knob!

**8. Connection for Phonevision.** When this great Zenith development is available, unit may be attached to bring such treats as first-run movies, Broadway plays, operas, etc., right into your home!



Zenith "Adams" TV Console with 105 sq. in. Giant Circle Screen, \$269.95\*



Zenith "Jefferson" TV-Radio-Phonograph . . . 165 sq. in. Giant Circle Screen. \$599.95\*



Zenith "Madison" TV-Radio-Phonograph . . . 105 sq. in. Giant Circle Screen. \$449.95\*



Zenith "Tyler" TV Console with 105 sq. in. Giant Circle Screen. \$289.95\*



Zenith "Garfield" Table Television with 105 sq. in. Giant Circle Screen. \$219.95\*



Zenith "Washington" TV-Radio-Phonograph . . . 165 sq. in. Giant Circle Screen. \$625.00\*



Zenith "Fillmore" TV Console with full-length doors, 165 sq. in. Giant Circle Screen. \$439.95\*



Zenith "Harrison" TV Console with full-length doors, 105 sq. in. Giant Circle Screen. \$309.95\*



Zenith "Van Buren" TV-Radio-Phonograph . . . 105 sq. in. Giant Circle Screen. \$489.95\*



Zenith "Monroe" TV Console with full-length doors, 165 sq. in. Giant Circle Screen. \$399.95\*

Over 30 Years of "Know-How" in Radionics® Exclusively • Zenith Radio Corporation, Chicago 39, Illinois • Also Makers of America's Finest Hearing Aids  
\*Plus Federal Excise Tax. Prices subject to change without notice. West Coast and far South prices slightly higher.







IN A CLUTTER OF BONES AND ARTIFACTS FOREMAN OF VATICAN WORKMEN EXAMINES ANCIENT ARCHWAY

# The SEARCH for the BONES of ST. PETER

VATICAN DIGGINGS HAVE ALREADY LED TO STARTLING FINDS

PHOTOGRAPHED FOR LIFE by NAT FARBMAN

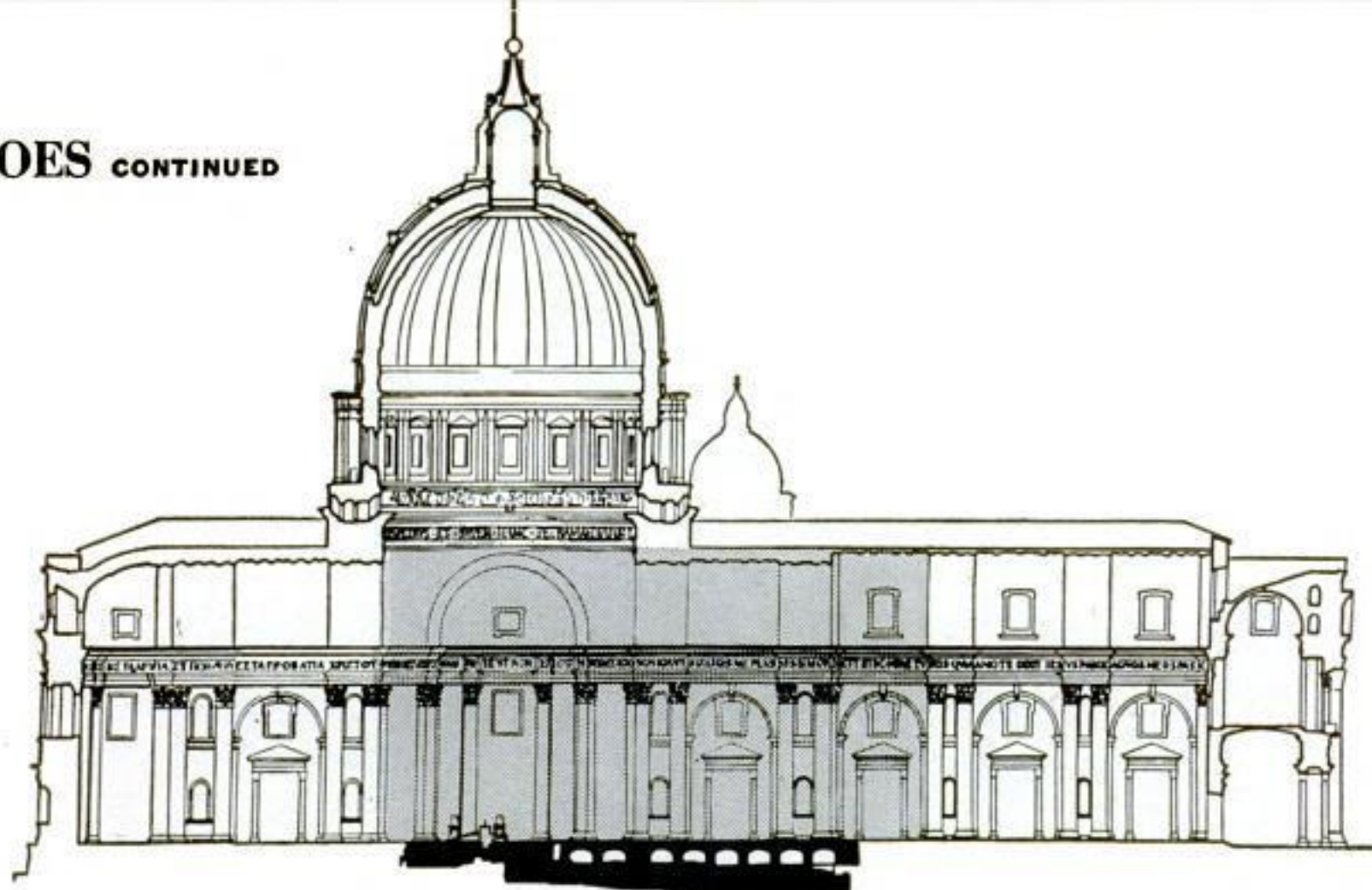
**D**EEP in the earth below the great basilica of St. Peter's in Rome the clink of pickaxes and the scrape of shovels in the hands of workmen like the one above have been echoing dimly for 10 years. In the utmost secrecy, they have penetrated into a pagan cemetery buried for 16 centuries. Architects feared they might disturb the foundations on which rests the world's largest church. But the workmen, with careful hands, pushed forward finally to the area where, according to a basic tenet of the Catholic Church, the bones of St. Peter were buried about A.D. 66.

The Church has always held that Peter was buried in a pagan cemetery on Vatican Hill. Now, for the first time, there is archaeological evidence to support this: the newly discovered tombs, which LIFE shows in an exclusive series of color photographs on the following pages.

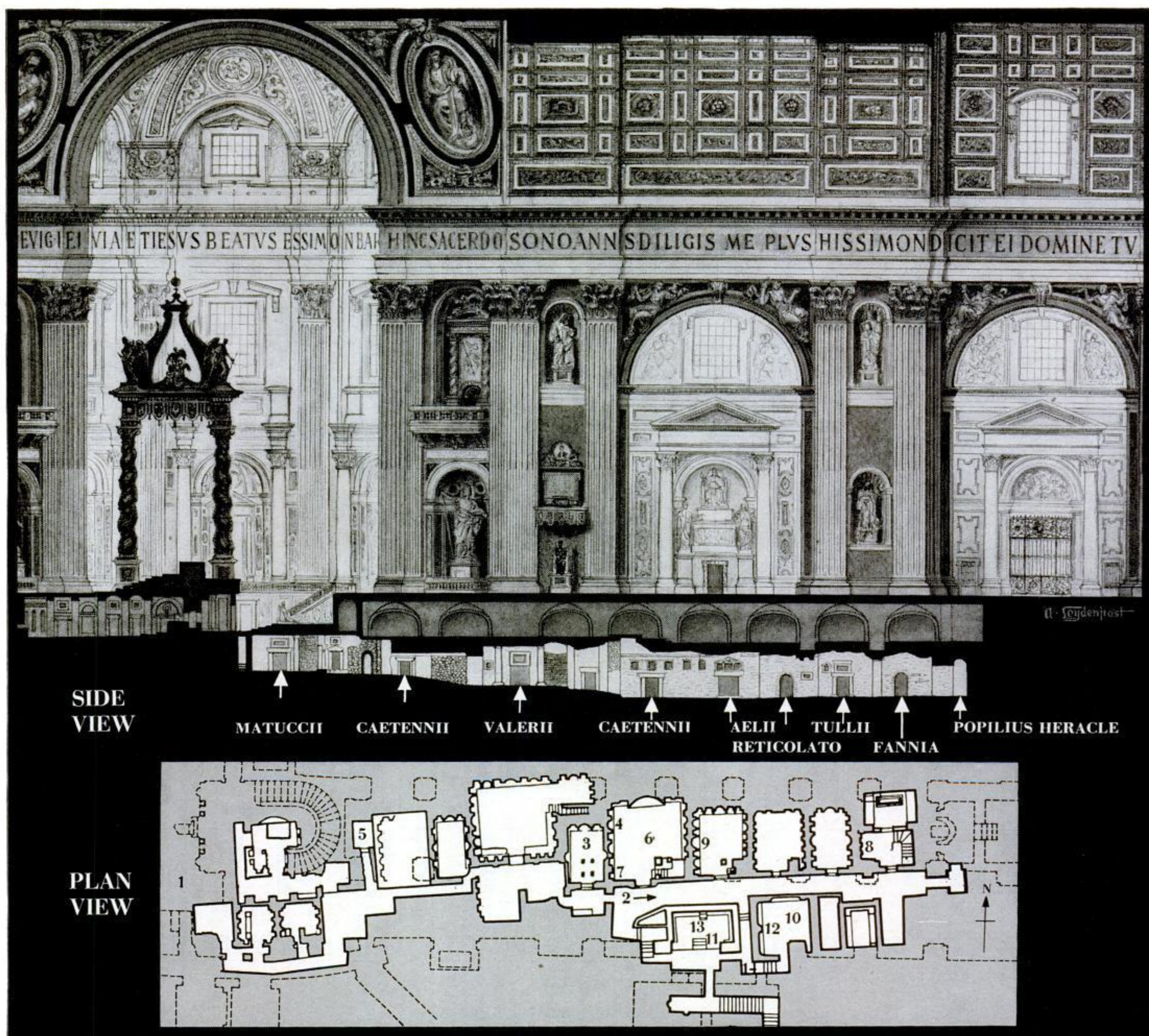
The greatest secret of all—whether the relics of the Chief Apostle himself were actually found—is one which the Vatican still reserves for itself, though there have been rumors that the discovery of the relics will be announced at an appropriate time during the Holy Year. As explained in extracts (pp. 79–85) from a report written especially for LIFE by Monsignor Ludwig Kaas, administrator of St. Peter's who directed the work, a commission is now examining the most important findings.

Later during Holy Year, pilgrims may visit the upper grottoes directly beneath the church (pp. 68, 69), but only a few will be permitted to the lower level. The editors appreciate the privilege of guiding LIFE's readers through these chambers where in the dust of antiquity can be traced the humble yet transcendent beginnings of the Christian faith.





DOME INTERIOR HEIGHT 335 FEET  
DOME EXTERIOR HEIGHT 452 FEET  
CHURCH INTERIOR LENGTH 600 FEET  
CHURCH EXTERIOR LENGTH 710 FEET  
MAXIMUM WIDTH 450 FEET



**UPPER AND LOWER GROTTOES** both follow east-west direction of the basilica's nave, as shown in large cutaway drawing above. Upper grottoes, where popes were buried and which date back to the 16th Century, when the present church was built, are immediately below the floor of this nave. Lower grottoes

comprising Roman pagan cemetery are also shown in this drawing and are diagrammed (plan view) to locate tombs of the ancient families. They are arranged along a main passageway (2). Other numbers are keyed to pictures of mausoleums and their interior details, which are shown on the opposite and following pages.

**1** POSSIBLE LOCATION of St. Peter's bones may be in general area shown here where Catholic tradition has always placed the Apostle's tomb. Stone wall in background is directly beneath the great Altar of the Confession. Carved sarcophagus of an early Christian family, nearly enclosed by a foundation column, is now being removed with great care so as not to endanger the dome above.

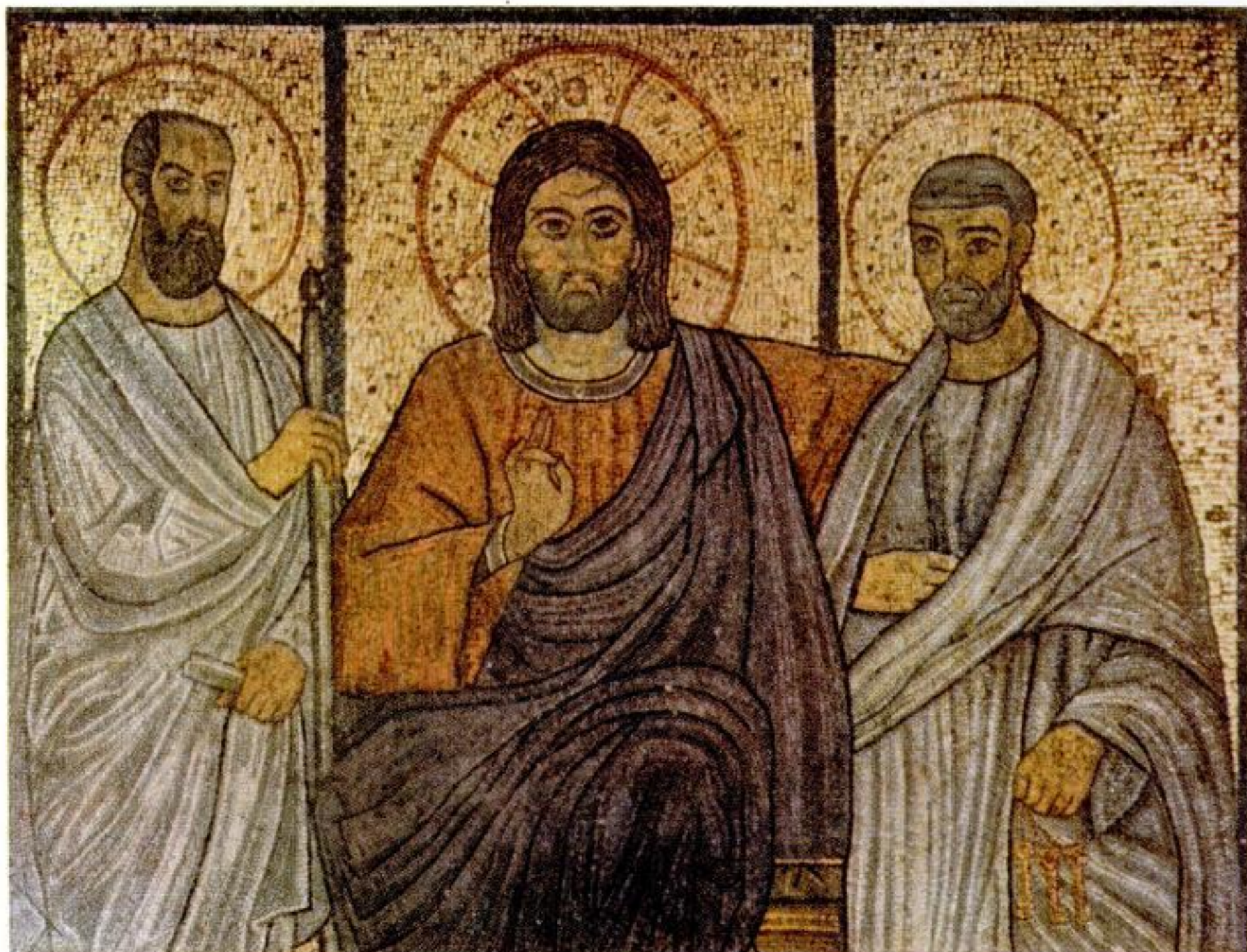








**RENOVATION** directly below main floor of present basilica makes works of art more accessible. Mosaic of Christ between Peter and Paul on wall in background, reproduced in close-up at right above, shows Peter (*right*) after receiving keys of divine authority.



## UPPER CRYPT HELD POPES

For over four centuries the upper grottoes below St. Peter's were shrouded in gloom. Beneath their vaulted ceilings, so low that a man could not walk upright, the bodies of early Popes reposed in a timeless silence, undisturbed by the ecclesiastical rites which drew thousands to the towering church above them. Only rarely did visitors enter to study the mementos of the Church's most ancient history. The objects of beauty and piety stored there had been saved

from Constantine's basilica when the present edifice was built in the 16th Century.

Light broke into the grottoes a decade ago. After Pope Pius XI had asked to be buried there, the present Pope ordered the floor lowered to make the grottoes more accessible. Barely a foot beneath their timeworn stones a Roman mausoleum was unearthed—the first archaeological proof of the pagan cemetery where Catholic tradition said St. Peter had been buried.



**CHILD'S HEAD**, lovely mosaic from old Constantine basilica, was one of many fragmentary remains of early Christian art stored away for centuries. Lately in the Vatican's Petriano Museum, it will be restored to new place in upper grottoes.



**MOSAIC ANGEL** is another relic from the Constantine church. It is believed to be part of a large rectangular mosaic executed by Giotto. When this was later cut to fit above an archway in the present St. Peter's, this fragment was left behind.





**POPE JOHN VII**, who died in 707 after two years in papal office, is portrayed in this ancient mosaic originally found in upper grottoes. The square halo signifies that he was still alive when the portrait was made. The mosaic had been

placed in a small chapel which he built in the Constantine basilica in honor of the Virgin. In his arms he holds model of the chapel. Kept in the Petriano Museum, this treasure of early Christianity has now been restored to upper grottoes.

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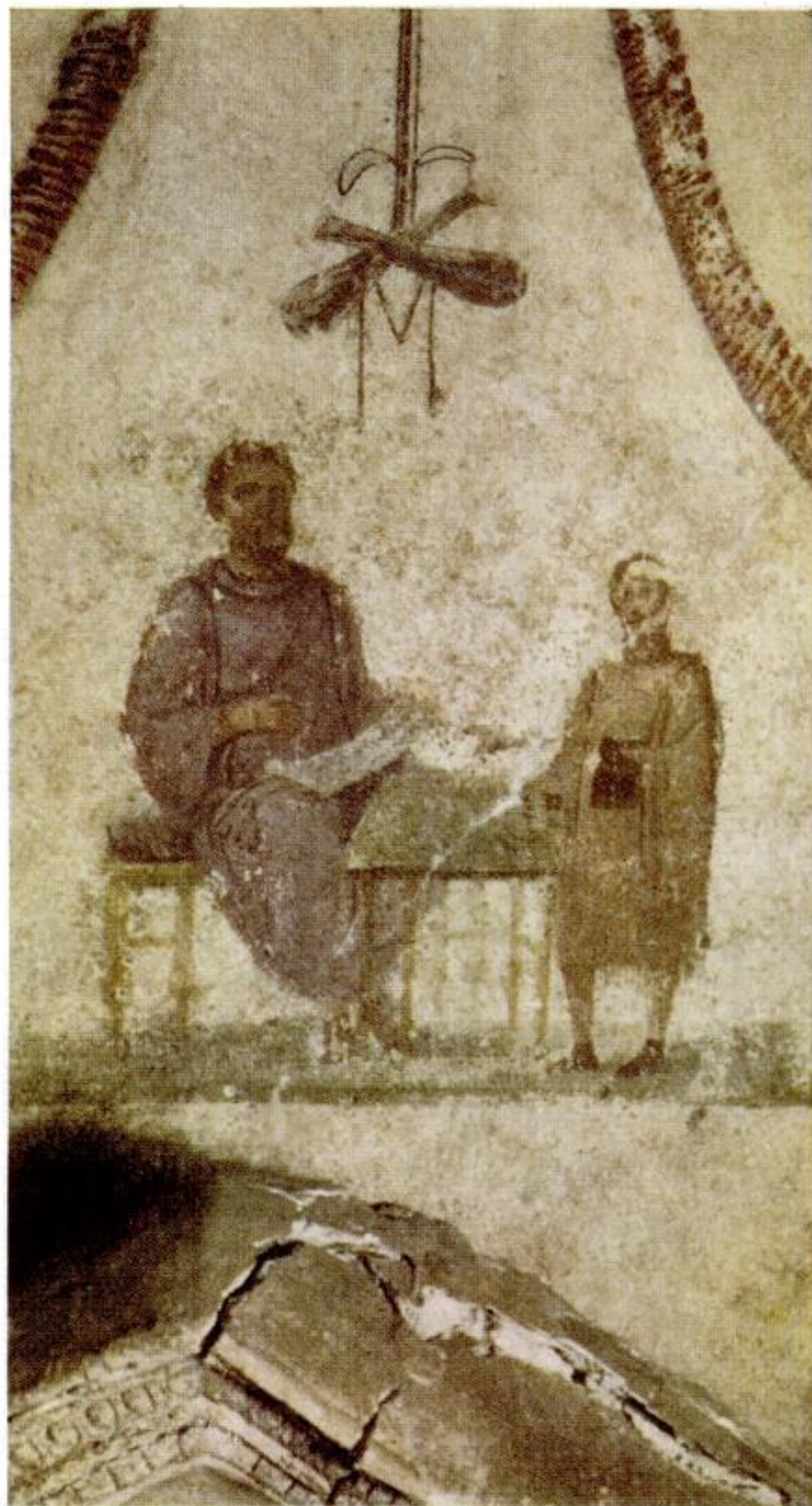
**2** ALONG THE ITER, or passageway, workmen have unearthed double row of mausoleums. They once stood above ground, on the side of Vatican Hill. Stairway at left led to upper entrance. Ceiling is newly built floor of upper grottoes.

## THE LOWER GROTTOES: PAGAN AND CHRISTIAN

The tombs uncovered below St. Peter's by the careful spades of the Sampietrini, the Vatican's hereditary workmen, were almost as old as Christianity itself. They cover three centuries of early Christian history, the most ancient dating back to the Second Century, the most recent to Constantine's days. Some of the mosaics, like the one on the opposite page, are among the earliest known examples of Christian art. They, the frescoes and the other relics are monuments of a period when Christianity and paganism first began to mingle and produce such inspiring creations as the church of Constantine, which stood for 1,200 years before it was razed.

Constantine's builders had preserved all that they could of the tombs. Since Roman law forbade removal of the graves, they covered them up and filled them in with earth piled up behind a huge retaining wall which also served as the basilica's foundation. The Sampietrini had to shovel out all this earth to uncover the tombs. Catholic authorities found only one reason for the trouble Constantine took to build on so unfavorable a site: he wanted his church to cover the location of the Apostle's grave.

### VATICAN GROTTOES CONTINUED



**3** FRESCO of unnamed Roman tomb appears to show the administrator of an estate checking over accounts with an underling. Wall paintings in this chamber were all in unusually good condition.



**4** BULL stands poised in a fresco above cornice in the Caetennii mausoleum. This tomb opens just off the iter shown at top left of this page. Its entrance is the big square doorway in left foreground.





**5** **EARLY CHRISTIAN MOSAIC**, possibly the earliest known, decorates ceiling (*above*) and walls of the Christian Mausoleum, which is close to area where St. Peter is supposed to have been buried. In fragment shown here is Helios

with his fire-breathing horses, a symbol taken from pagan times. Others, almost obliterated, show biblical scenes, like Jonah falling into the whale's mouth. Hole in the ceiling probably dates from an earlier excavation which was discontinued.

CONTINUED ON NEXT PAGE



## VATICAN GROTTOES

CONTINUED

### 6 CAETENNII TOMB

was one of the richest and most lavishly decorated of all. It was 17 feet in width and 18 feet deep. The outside wall was finished in brick with glazed window decorations, while interior had big niches for urns, finely painted walls and elaborate decorative stucco work, all well preserved. Stone monument in foreground is inscribed: M. CAETENNIO ANTIGONO ET TULLIAE SECUNDAE CONIUGI EIUS (Marcus Caetennius Antigonus and his wife Tullia Secunda). It is hollow, with two small holes in top through which family could drop offerings of wine to the deceased. Directly behind it, marked by a flat stone in floor, is grave of Emilia Gorgonia, a Christian woman, buried here years later. Its crudely carved inscription ends with the Christian epitaph DORMIT IN PACE (sleep in peace), the early form of REQUIESCAT IN PACE (rest in peace). The Caetennii mausoleum was first to be discovered, workmen having penetrated it at entrance across from spot (*center*) where Constantine's builders had sliced off its roof to make it level with floor of their proposed church.











**7** RICH POLYCHROME STUCCO WORK in southwest corner of Caetennii mausoleum shows how resplendently it was decorated. The Caetennii, who started as bricklayers, claimed Roman senators among their ranks. Wall niches

date from earliest period of tomb, when bodies were cremated and ashes placed in urns. Now, while excavations are in progress, workmen use them to store bones and other findings. Before it was sliced off, ceiling of tomb was over 15 feet high.





**8 DEER** on wall fresco of Fannia mausoleum is an oft-repeated motif. Figure is 6 inches high, 4 inches wide. In the photograph of tomb's west wall below, it is shown (*upper left*) facing another deer.



**8 ROMAN COFFIN**, still filled with dirt, lies underneath an arch built onto west wall of Fannia mausoleum. The tomb, designed for crematory urns, was changed for different burial customs.



**8 FLYING BIRD** was another favorite design of Fannia family. There were four such figures on the walls of the Fannia tomb, measuring  $7\frac{1}{2}$  inches from beak to tail, with a 13-inch wingspread.



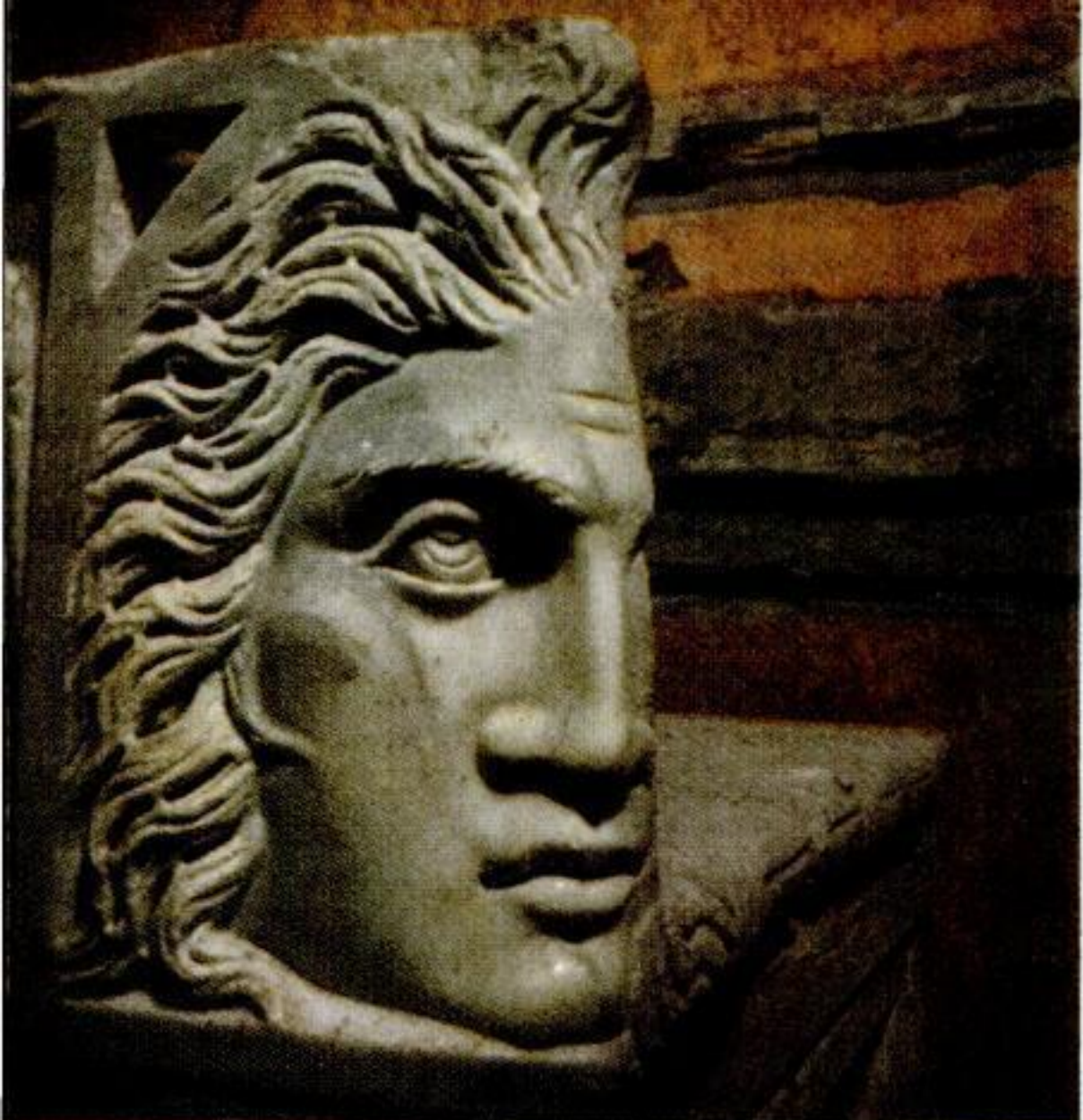
**9 ALABASTER URN** in mausoleum of Aelii is among most beautiful found. It is one of a pair which contained ashes of a man and his wife. They stood in niches whose bottom halves were filled in, thus sealing urns into brickwork.

## THE URNS AND COFFINS FROM ANCIENT BURIALS

Three types of burial were used in the old Roman cemetery of the lower grottoes. At its earliest stage, bodies of the dead were cremated and the ashes placed in urns which were then sealed up in wall niches. Most of the urns found were of plain terra cotta, but a few, like the one above, were beautifully carved of alabaster. In later years, around the Third Century, the wealthier Romans like the Caetennii purchased stone sarcophagi in which their embalmed remains were laid away. The Christians usually buried their dead in graves, a custom Rome's plebeians also used. In this final period of the cemetery's use, rich and poor alike were buried side by side, with pagans and Christians often occupying the same tomb.

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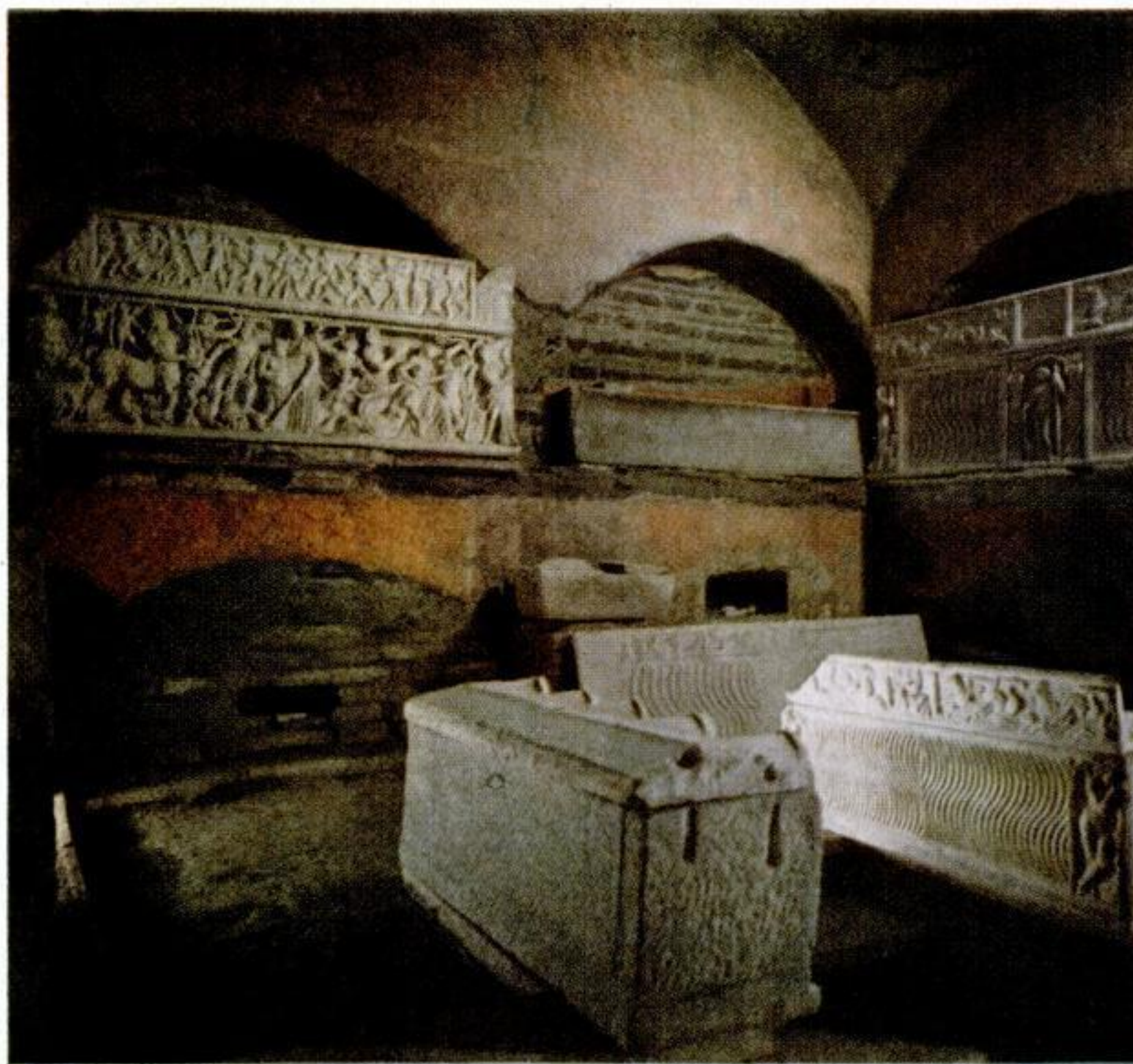




**10** CLASSIC SCULPTURE adorns Marcii sarcophagus of Q. Marcius Hermes and his wife. Above, a profile; below, satyr holding infant Bacchus.



## VATICAN GROTTOS CONTINUED



**11** TOMB OF THE EGIZIO has not only the Egyptian fresco shown on opposite page, but also elaborate sarcophagi sculptured

with scenes of Bacchic rites. Though most of the findings here were purely pagan, there were also Christian designs of palm leaf and dove.

## A RICH PRIZE OF PAGAN ART

The ancient tombs which the Vatican diggers found below St. Peter's yielded, along with testimony to age-old Catholic beliefs, a wealth of pagan art. Some of the great sarcophagi, like these shown here, were carved with a skill and love of detail which has led archaeologists to place them among the best of their kind. The frescoes, such as the one discovered in the tomb

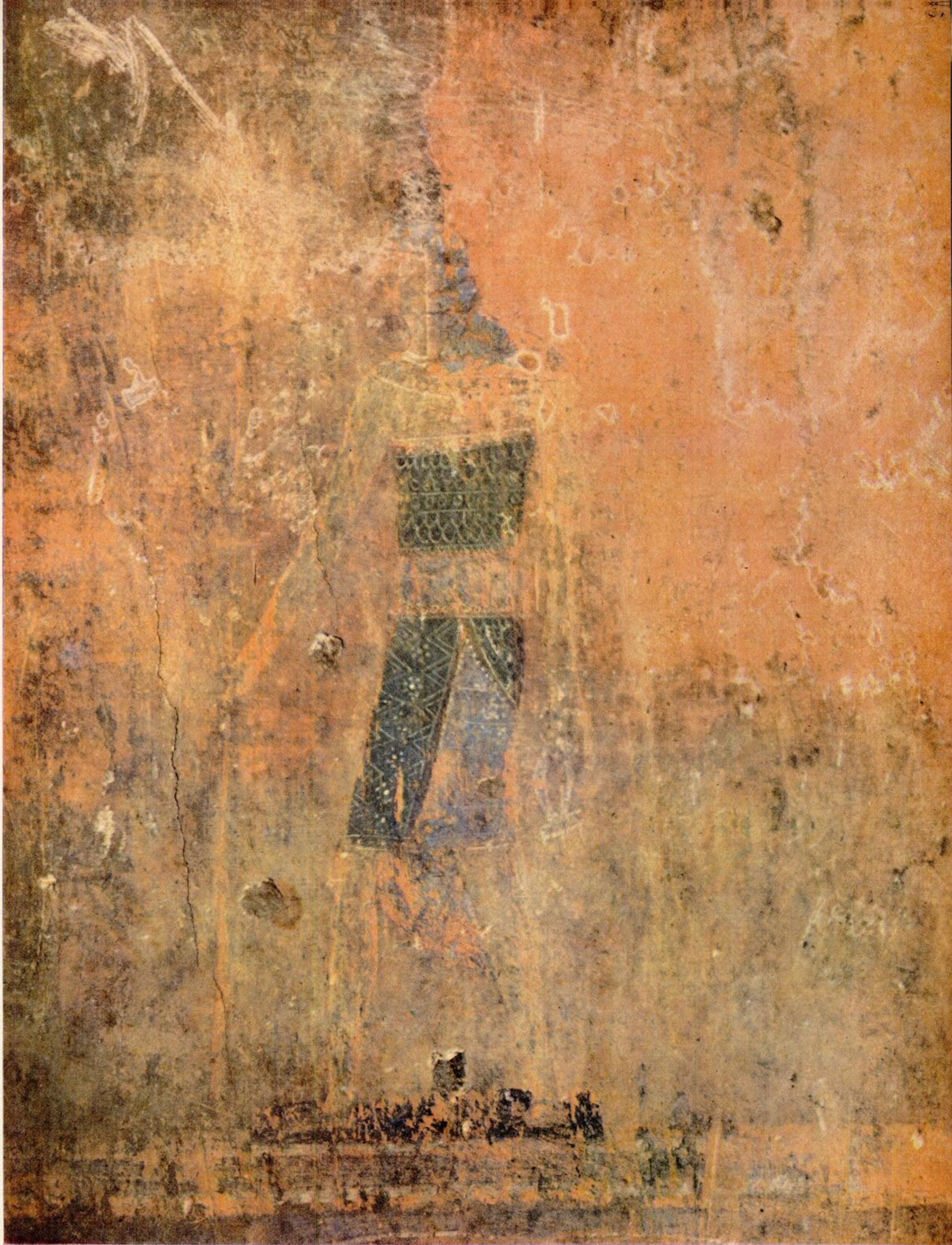
of the Marcii (*below*), were delicate records of lively pagan rites. One of the most interesting wall paintings of all is the faded portrait of an Egyptian divinity (*right*), found in a tomb adjacent to that of the Marcii. A relic of a period when an Egyptian family used this mausoleum, it is an evocative link to a civilization which was already antique even in the days of Rome.



**12** DANCING FIGURES painted in the Marcii mausoleum are among the finest frescoes found. They survived almost intact through 16 cen-

turies since tomb was filled in. But since they were excavated they have deteriorated in the grottoes' humid air. Restorers hope to clean and preserve them.





**13** EGYPTIAN FIGURE found in the Egizio mausoleum is believed to be first work of an Egyptian artist ever discovered in a Roman tomb. It shows an Egyptian divinity holding staff and ankh (symbol of life), with feet placed on a

cushion. Vatican archaeologists believe this tomb, which dates back to the second half of Second Century, originally belonged to Egyptian family, was later used by Roman followers of Bacchic rites and finally by a family of early Christians.

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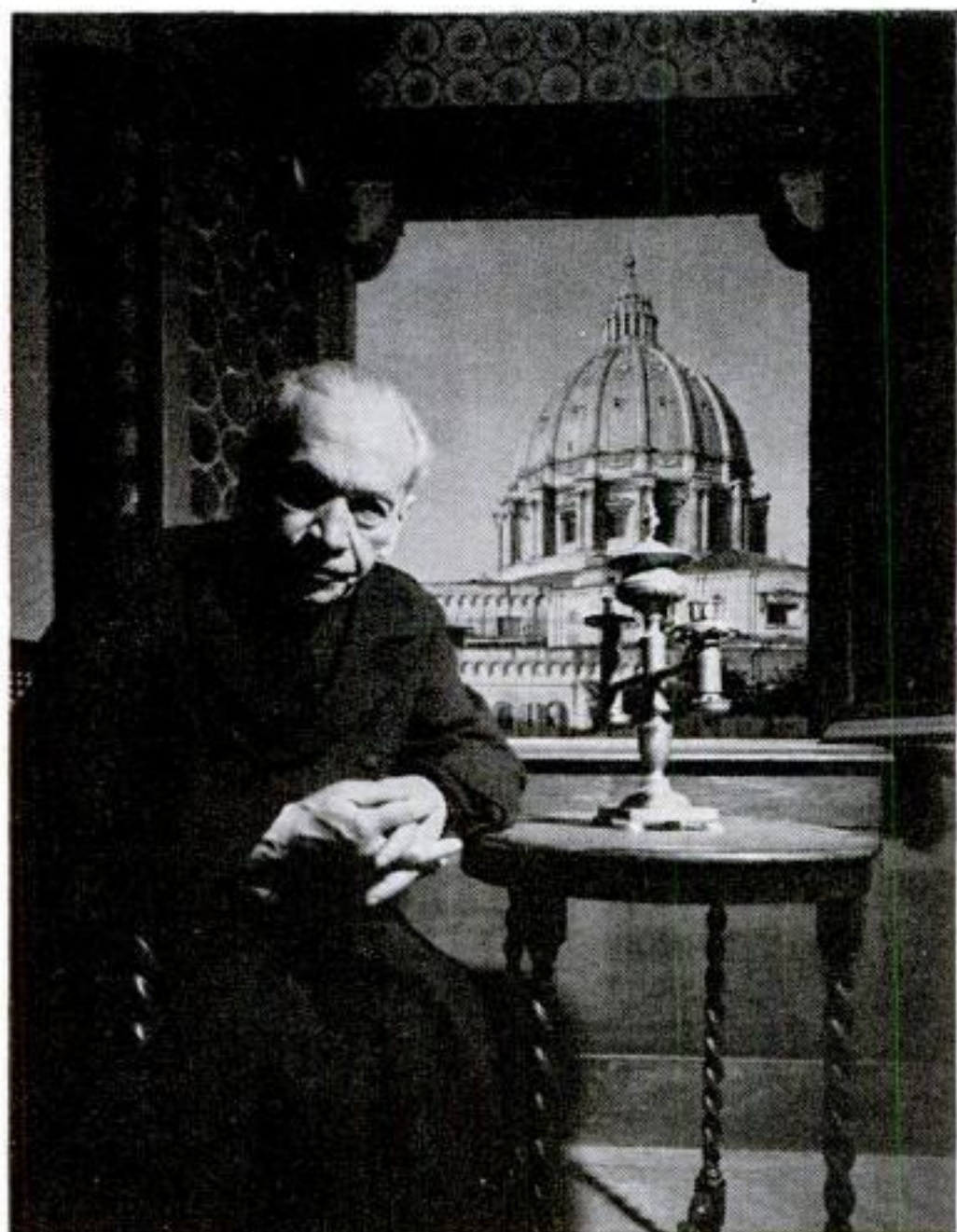




**14** HUNT OF THE AMAZONS is portrayed on a polychrome mosaic decorating facade of Marcii mausoleum. One hunter holds spear (*left*), the other a short, broad-bladed Roman sword, while hunting animal (*foreground*) leaps at

the prey. Though age loosened its many-colored stones, this fragment still preserves, after 1,800 years, the lively and worldly mood of the empire which, after centuries of glory, gave way to the Christian civilization that rose on its ruins.





MONSIGNOR KAAS, administrator of St. Peter's, can see the towering dome of church from window of his home.

## BOLD ADVENTURE GETS RICH RETURN

The following extracts from a report written exclusively for *LIFE* by Monsignor Ludwig Kaas give an account of the difficulties and triumphs of the excavations he directed. Theologian, philosopher and a member of the German Reichstag for 14 years, he left Germany when Hitler took power in 1933.

WHEN Pope Pius XI died in February 1939, he requested burial next to Pope Pius X in the grottoes immediately below the present-day basilica of St. Peter's. It was the task of Eugenio Cardinal Pacelli, who was to become the next pope, to carry out this wish. Then, as now, I was the administrator of St. Peter's. On the orders of Cardinal Pacelli, I had charge of preparing a tomb exactly as Pius XI had specified. Just 36 hours before the funeral, the workmen who were clearing the space in the crypt proceeded, on my orders, to pierce the walls for further exploration. And so their eyes beheld a small vaulted chamber that had been completely forgotten and was not even marked in the foundation plans left by the Renaissance craftsmen.

The discovery, caused more by accident than design, persuaded the Vatican to make further searches. It was a bold venture, and one for which Eugenio Pacelli, the new pope, took active and personal responsibility. He confirmed beyond doubt that a scientific investigation of St. Peter's underground—which had been discussed for some time but always postponed—would receive his full and unequivocal support.

Thus was launched a memorable decade of silent and determined work below the world's greatest basilica. Even the passions and varying fortunes of war scarcely disturbed the labors in the secluded and hallowed earth; they did bring on a shortage of cement in the latter months of the conflict but we were able to carry on. Slowly and by stages the workmen broke below the grottoes into a lower level, rich in pagan and Christian antiquities. It was a journey into the unknown, whose difficulties, hardships and excitement are unforgettable to those who shared in the labors. As the one who was most closely concerned with this historic undertaking, I was happy to be able to guide *LIFE*'s representatives into a world where 2,000 years of the past speak with eloquence and beauty.

The College of Architects of St. Peter's and a committee of archaeologists were responsible for the important and delicate task of exploring the foundations of the basilica without endangering the structure. Together they numbered about 10 men. The arduous

[CONTINUED ON PAGE 82](#)

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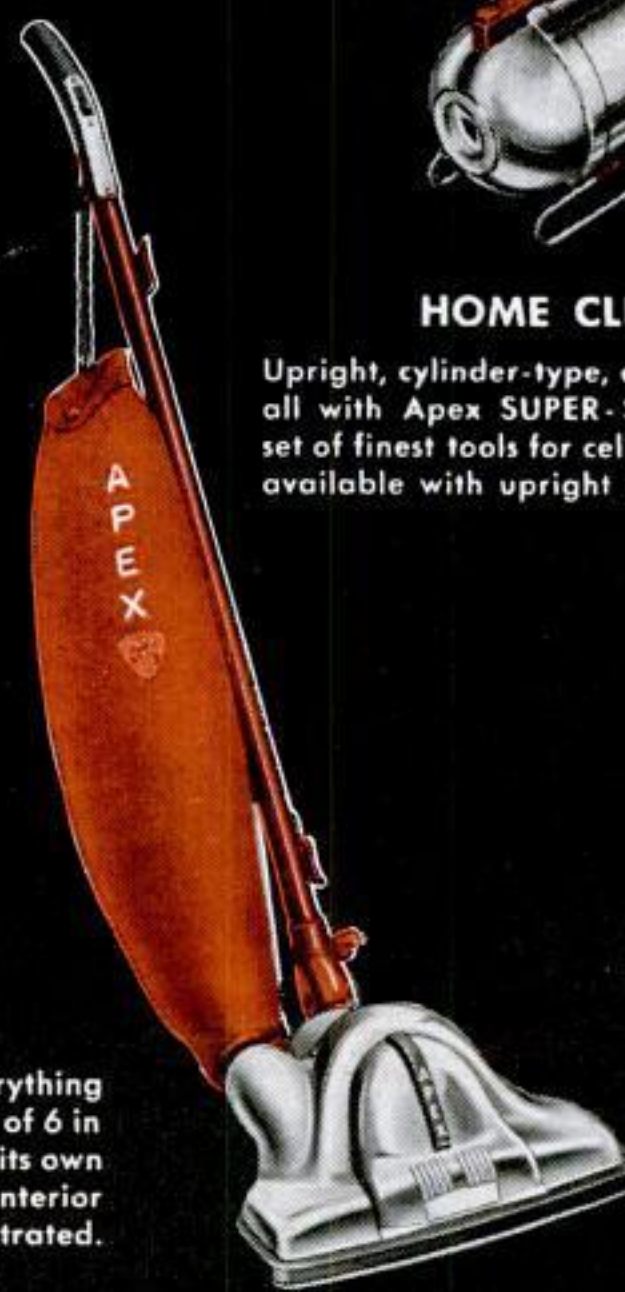
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physical task of clearing debris and erecting new supports fell to the "Sampietrini." In such terrain as that below St. Peter's, where they might come upon archaeological findings of great importance at any moment, they were not permitted to use mechanical equipment. They labored with their hands, with pickaxes and shovels, excavating loose and heaped-up soil as far down in some places as the water level.

The initial phase of removing the floor of the upper grottoes required many months. One day in 1940 a pickax struck traces of an old Roman wall. Twenty days later and 13 feet deeper, this was identified as the facade of a Second Century funeral monument, the mausoleum of the Caetennii family. Here was the first undeniable proof of the "pagan burial ground on Vatican Hill."

Yet exhilaration over this discovery was balanced with concern about the consequences. The architects feared that further excavations might, at some point, endanger the foundations of St. Peter's basilica—a fear shared by Romans who, as rumors of the work leaked out, were heard to sigh at times, "This German monsignor will undermine our *cupulone*!" The college was summoned to a meeting near the graves of the Caetennii. There they considered the question of whether the excavations should continue or stop. In the end it was decided to continue the daring enterprise.

Caution was always necessary. Most of the pillars supporting the floor of the present basilica and flanking the wall of Constantine's central nave had been sunk into loose earth and lacked a reliable foundation. Other parts of the basilica rested on pillars that had been erected on unstable portions of pagan tombs. At such points old pillars were reinforced or new ones installed, marked with the Vatican seal and the date to avoid future confusion between new and old work. Thus architects and archaeologists compromised their respective demands for caution and boldness while the tireless and hard-muscled Sampietrini were unearthing discoveries which fit harmoniously into the picture of Rome's glorious past.

In some places the work of reinforcement was delayed temporarily by the factor of the Vatican's underground waterways against which the guardians of St. Peter's have waged a fight since the time of Pope Damasus I (A.D. 366 to 384). To combat this danger at one particularly serious stage, the administrators of St. Peter's did not even refuse the services of water "diviners," though their findings were so inconclusive and contradictory as to offer little help. Eventually the seepage was traced to a leak in underground pipes more than 200 feet distant from the place where the excavations were being carried on. After a great deal of trouble the leak was repaired and the Vatican's engineers were then able to pump out the water, warding off that peril for the time being.

From the pagan tomb of the Caetennii, the Sampietrini dug eastward toward a point below the base of the present nave, and westward in a direction that leads eventually to a place exactly beneath the Papal Altar of the basilica where, according to Catholic tradition, St. Peter was buried by his followers. Another excavation was also ordered from one of the newly discovered chambers of the upper grottoes into the lower region. Its purpose was to find, explore and secure the old Constantine wall below the southern edge of the basilica's nave. Medieval literature and old sketches had told us that this main wall and the two walls of the southern lateral naves of Constantine's basilica were resting on the foundation walls of Nero's Circus, thus confirming another aspect of the story of St. Peter's death and burial. Yet the Sampietrini dug to the foundations of the Constantine wall—and found nothing.

This was a keen disappointment, although it was possible at that time to explore only a limited area along the base of the Constantine wall. This fact still left the hope that at some future date further excavations, now authorized, might uncover some trace of the Circus walls, and a different line of exploration soon brought us unexpected good fortune in the discovery that the Circus was



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## VATICAN GROTTOES CONTINUED

indeed on Vatican Hill. After the Constantinian walls had been examined in all of their immediately accessible points, and after the nearby pillars supporting the present basilica and upper grottoes had been reinforced, it became necessary to reinforce the pillar on the eastern end of the cemetery's street. This decision brought the Sampietrini to a Second Century tomb, that of a pagan named Popilius Heracle. There, in its original place, they found a marble inscription with an excerpt of the last will of the dead man. It read: "From the triple testament of Popilius Heracle: C. Popilius Heracle salutes his heirs and to my heirs I beg, command and entrust to your conscience to make me a monument in the Vatic [anum] near the Circus near the monument of Ulpius Narcissus." The Circus could only have been Nero's—for no other circus is known to have been located near the Vatican Hill.

As the Sampietrini then dug toward the western end of the street and toward the center of St. Peter's basilica, they proceeded more slowly. Their progress brought them directly under the great cupola and to its main supports—and here special precautions became necessary from a structural viewpoint. The nearer the workmen came to the central area the more they were delayed by structural factors. In the early stages of the excavations it had been extremely difficult to ascertain the exact age or functions of certain foundations. Because of this uncertainty the architectural advisers deliberated carefully in the latter stages of the excavations before approving the piercing of walls directly below the massive cupola.

For the time being the discoveries which were made in the central area below the main altar of St. Peter's must remain undisclosed. The Vatican's reserve in this matter has caused some impatience among those anxious to confirm, by physical evidence, the burial place of St. Peter. One must grant that such impatience is inspired by genuine interest in the historical and religious question of St. Peter's tomb; but the last word belongs to science and cannot be anticipated.

At the present time a commission of reputable archaeologists is preparing the publication of its scientific conclusions on the discoveries to which some newspapers have already made inexact reference. In the meantime one may observe that the excavations have confirmed convincingly the Roman tradition which closely connected Nero's Circus and the Vatican burial ground—or, in other words, the place where St. Peter was executed and the place where he was buried. Nonbelievers may not view this affirmation in the same light as devout Catholics, yet it is obvious that the archaeological evidence so far revealed gives the faithful a right to challenge nonbelievers for proof to the contrary of archaeology's affirmation.

Any believer who has passed through the excavated necropolis, who has observed how its street leads directly below the foundations of the first southern bronze pillar of the Bernini altar, and thus into the immediate vicinity of the place assigned by Christian tradition to St. Peter's tomb, succumbs to the silent but eloquent logic of his surroundings. Certainly the discoveries so far made constitute a solid basis for serious discussion on the question which occupies so many minds. Those who believe in the Catholic tradition of St. Peter's burial place below the church will, in the light of these new discoveries, face any such discussion confidently and in the spirit of complete objectivity, for the venerable past of the basilica speaks like the mother tongue to every Christian mind and heart.



**POPE PIUS XI**, whose desire to be buried below St. Peter's nave led to the historic excavations, lies in his stone sarcophagus in renovated upper grottoes.

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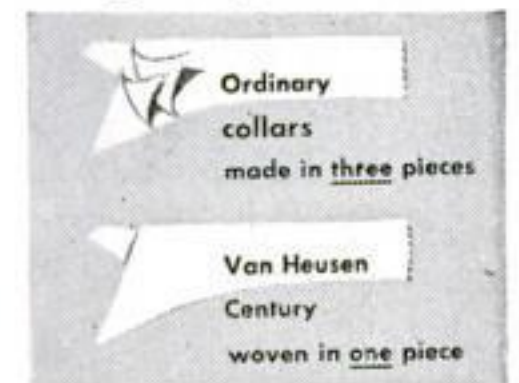
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worthy of George Jean Nathan and Queen Victoria.

Morgan broke into television because his owner was producing a weekly show named *A Couple of Joes* and needed something to liven it up. After four months Morgan is not only star of that show, but is also in constant demand for guest appearances. On four successive days recently he could be seen in four different shows. On Wednesday he was in

on a chatty interview which covered such subjects as the water shortage in New York and life in contemporary Spain (he had little to say, fell asleep halfway through). On Thursday he went on a blind date. On Friday he did his own show. On Saturday he took a televised screen test. Through it all, Morgan maintained the same long-faced hauteur that distinguishes him from most other television stars.

CONTINUED ON PAGE 89



Tests prove

# CUSTOM-MADE HAVOLINE

**is the Best Motor Oil  
your money can buy**

to give you  
Best performance  
Best protection



**CUSTOM-MADE**



Make no mistake, Custom-Made Havoline is better than any premium motor oil you can buy. Actually, it passes all requirements for *heavy-duty* lubricating oils, including the stringent engine tests as established by government and industry!

Tested and proved in millions of miles of driving in all 48 states, this new Havoline is custom-made to give *easier starting, more power, more gas-miles, better lubrication protection, longer engine life.*

The secret of its great performance is a scientific new formula exclusive in Havoline. The result is, this new oil is custom-made to fight rust, wear, sludge, and harmful acids. It *actually cleans your engine and keeps it clean.*

Change today to Custom-Made Havoline. It is available from your Texaco Dealer, *the best friend your car ever had.*

**THE TEXAS COMPANY**  
**TEXACO DEALERS IN ALL 48 STATES**

Texaco Products are also distributed in Canada

**TUNE IN . . . TEXACO STAR THEATER** starring MILTON BERLE on television every Tuesday night.



# Now **Post** Brings You Cereals GUARANTEED FRESH!

New "TRIP-L-WRAP" Package  
means Fresher, Better Cereals!

**GOOD NEWS, MOTHER!** You can now buy delicious, wholesome cereals with *guaranteed freshness*! They're Post Cereals, of course—and thanks to Post's new Trip-L-Wrap "Keep Fresh" Package, they are crisp and fresh as can be—never stale or flat-tasting. Put Post Cereals on your shopping list today, and see what a difference *guaranteed freshness* makes. Triple your money back if they're not as fresh as any cereals you ever ate!

They **LOOK** Fresh!

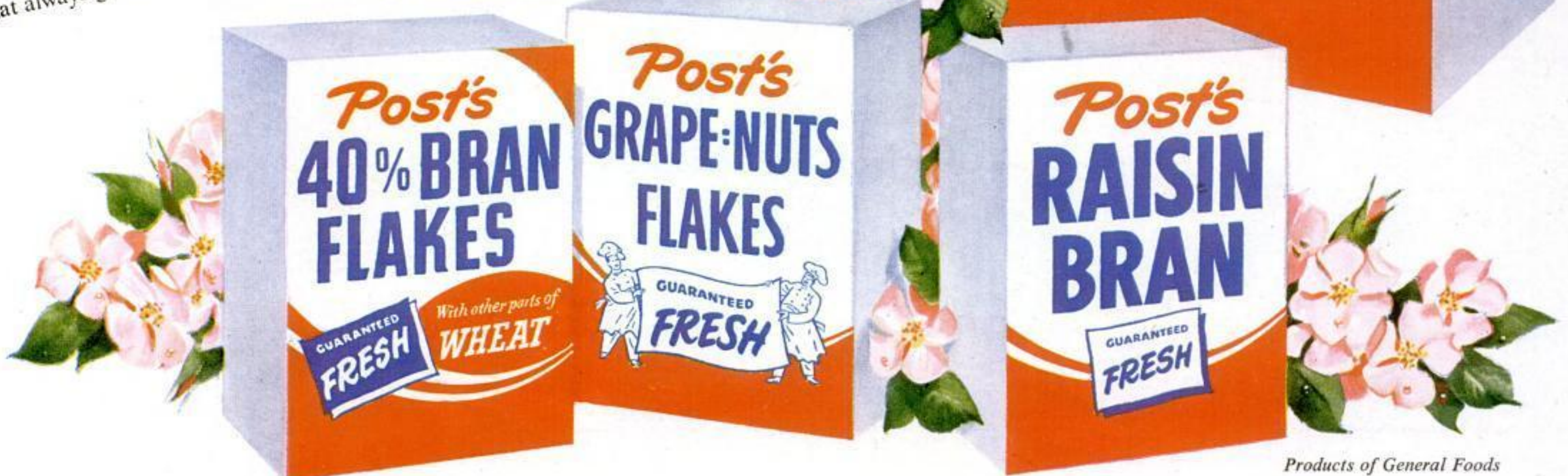
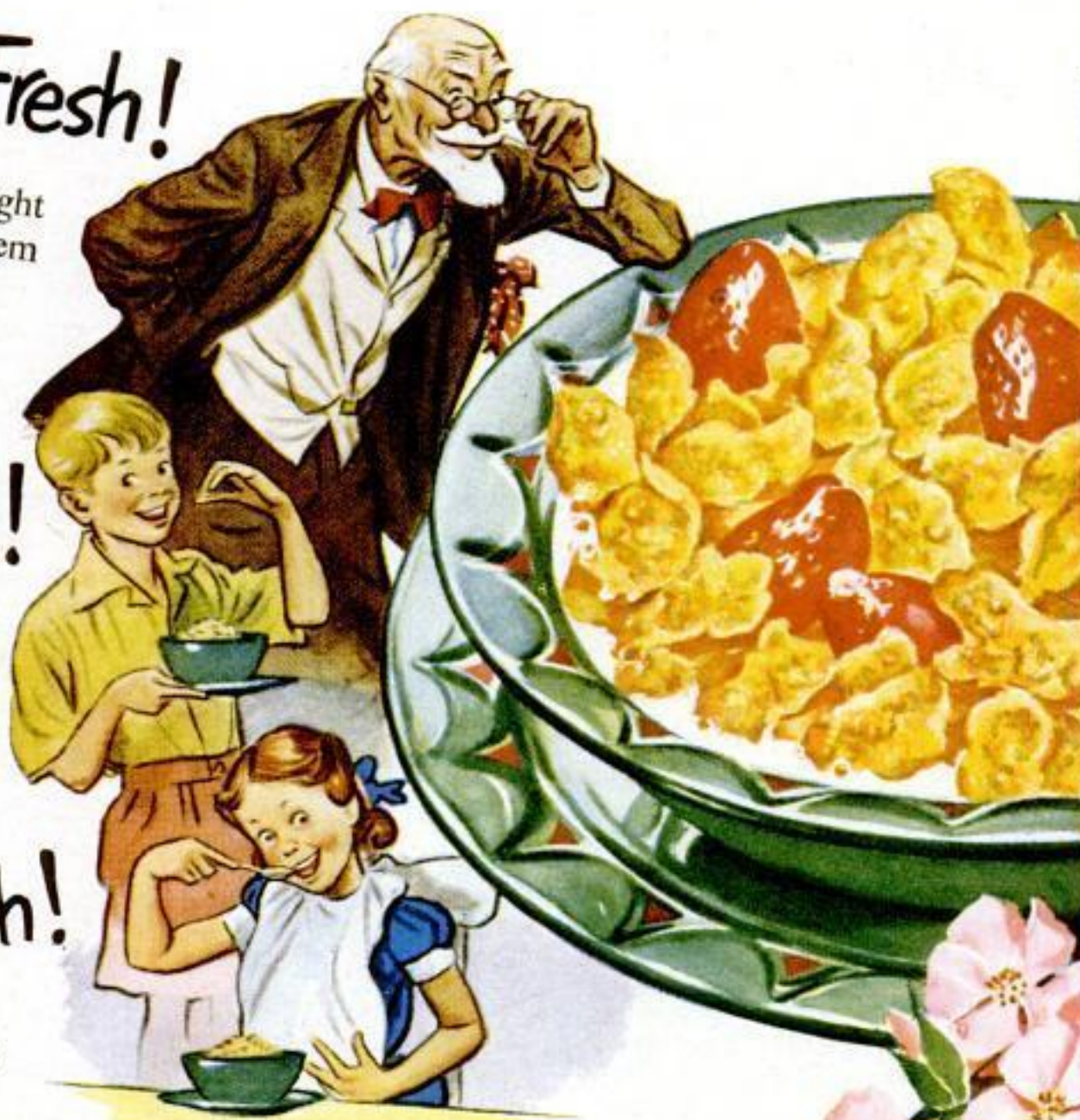
Golden-brown flakes so bright and perky . . . just to *see* them is to know they're fresh!

They **FEEL** Fresh!

They've got to be fresh to be so crisp . . . and they're so delicate they melt in your mouth!

They **TASTE** Fresh!

Mmm! It's unmistakable . . . that certain mouth-watering flavor that always goes with freshness!

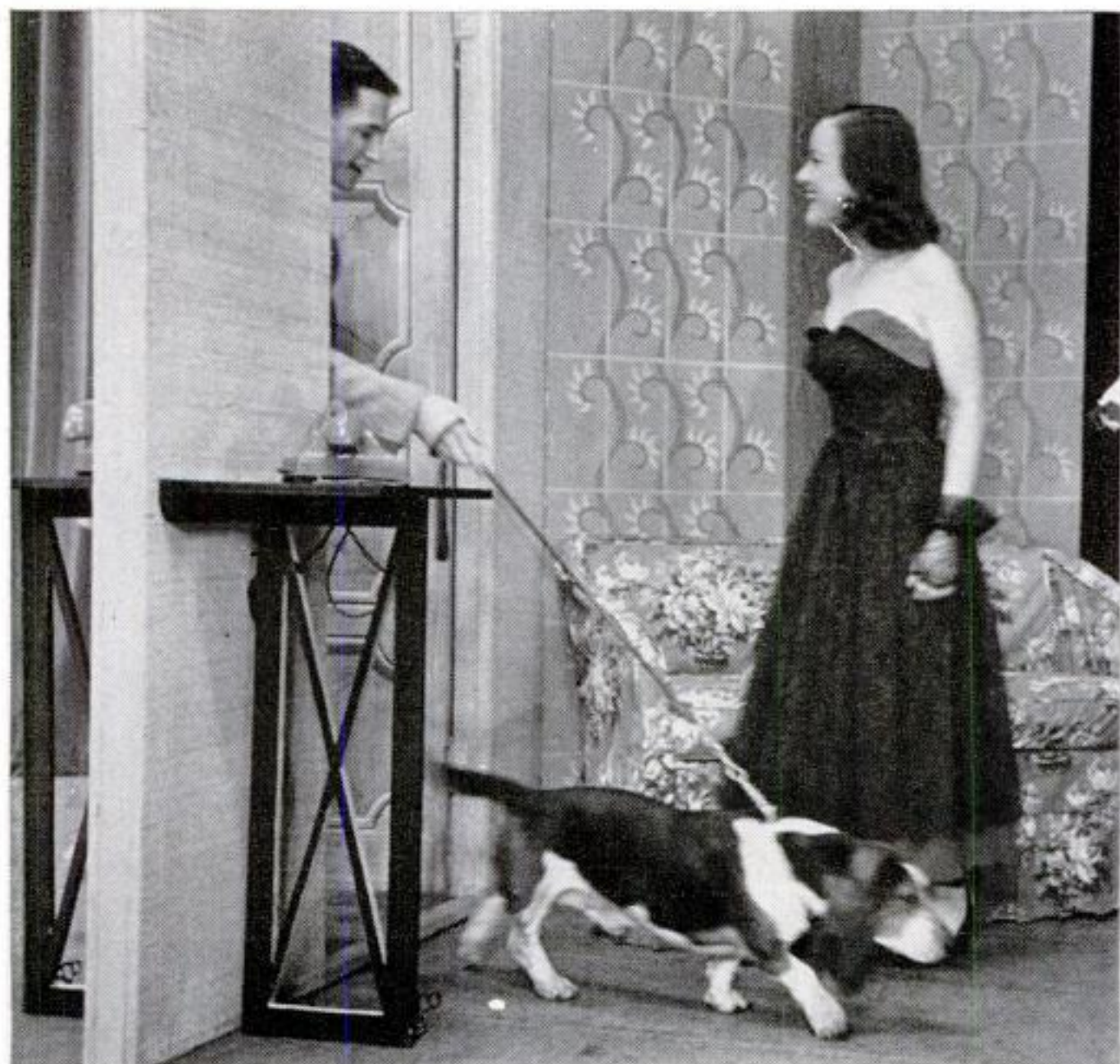


Products of General Foods





**BLIND DATE BEGINS** as Princeton student Bill Grady tells Model Laurie Collier why she should choose him: he has an interesting friend along with him.



**LAURIE MEETS BILL** a few minutes later. She peers over his shoulder to get a look at his friend, does not notice Morgan padding in with quiet dignity.



**LAURIE MEETS MORGAN** while other teams are competing. She smiled at him and petted him, but he quickly came to conclusion she was not his type.

CONTINUED ON NEXT PAGE

**SKIP SKIP SKIP**

*budget blues with...*



You know your budget ropes...when you buy undies of Spun-lo. For these quality undies save you money in two ways. First...the cost is way down there! And...second...undies of Spun-lo last to a wear-you-well! Spun-lo gives and springs back with every motion... never needs ironing.

Always look for the Spun-lo label on  
PANTIES • SLIPS • PETTICOATS  
GOWNS • CHILDREN'S UNDIES  
—it means extra value for you



**INDUSTRIAL RAYON CORPORATION**, CLEVELAND, OHIO  
PRODUCERS OF CONTINUOUS PROCESS RAYON YARNS AND <sup>®</sup>TYRON CORD FOR TIRES



only

tissue



SO SOFT  
made with Celaluxe!

SO PURE  
washed in drinking-pure water!

SO STRONG  
strong in both directions to hold the hardest sneeze!



Television Dog CONTINUED

## MORGAN PRESIDES AT OWN SHOW



**MORGAN IS DISDAINFUL** as he sits on a grand piano doing his weekly presiding on ABC's *A Couple of Joes*, a stump-the-experts jazz music program.



**MORGAN APPROVES** loud blast from Mike Riley's trombone. For his own show Morgan is paid expenses—\$25 a week. He does his guest appearances free.



**MORGAN IS "SENT"** by the singing of Peggy Martin. As she croons to him in a low-cut gown, he snuggles up to her and looks soulfully up at the ceiling.





Platform rocker in long-wearing, soft-to-the-touch, Congo Green Boltaflex.



(above) Dinette, Cloud Blue and Gray on White Pearlized Boltaflex. New Boltaflex Pearlized pattern matches chairs to table top.  
(below) Popular Lawson sofa in Sandalwood Beige Boltaflex.

## LOOK WHO GUESSED WRONG!



I HAVE always thought I was a pretty smart "cookie" at guessing prices and values — but I sure guessed wrong on furniture covered with Boltaflex. Honestly, it would fool even an expert.

First of all, take a good look at the colors. They're breathtaking! — true decorator colors — and that's always meant "expensive" in my book.

Then the furniture itself! — in design and craftsmanship, it fairly screams, "High priced".

But it isn't! — and the reason is that Boltaflex, the wonder, all-plastic covering material, costs about one-third of what it looks and permits the manu-

facturer of fine furniture to put it on his very best pieces and keep costs down.

But Boltaflex-covered furniture doesn't stop at being pretty to look at because Boltaflex has the kind of beauty that can take it. It won't chip, peel, dry out or scuff; it resists stains and fading. Just a dash of warm water and soap keeps it spandy clean.

Look in your local papers for furniture advertisements featuring Boltaflex-covered furniture. Look for the Boltaflex tag when you get inside the store. It's the newest and surest way to get the latest in furniture design at good old-fashioned prices.



Boltaflex is available in SEALTUFT, the stitchless, quilted plastic. Boltaflex also sells by the yard at all leading department stores. If you want to be your own decorator, just write Dept. L-53 for samples and complete information. THE BOLTA COMPANY, LAWRENCE, MASS.



# Boltaflex\* means Covered with Beauty

\*ALL PLASTIC MATERIAL







# Weatherized 5 Ways

## FOR LASTING FIT...LONGER WEAR!

1. **Outsoles** treated to repel water, resist wear.
2. **Soles Goodyear Stitched** with strong, hot-waxed thread for longer wear.
3. **All-leather**, one-piece in-soles help hold shoe shape, resist heat, cold and moisture.
4. **Pliable uppers** of selected leather insure lasting good looks and comfort.
5. **Highest quality material** throughout with extra reinforcements in vital parts for lasting fit and longer wear.

PETERS

*Weather-Bird* **SUPER-VALUE**  
*Shoes*

FOR BOYS AND GIRLS  
ARE WEATHERIZED

PETERS  
DIAMOND  
BRAND

Look in classified phone directory or write us for your dealer's name

PETERS, DIVISION OF INTERNATIONAL SHOE COMPANY, ST. LOUIS 3, MO.







**"SHOCKING PINK" DRESS** for afternoon or informal evening wear is made of soft, cool nylon voile. Mallinson fabric is available in 19 other colors, includ-

ing turquoise and bright yellow. Designed by David Crystal, the dress weighs 7 ounces and can be rolled up into a stocking case for packing. The price: \$29.95.

# Nylon, 1950

## The practical fabric now goes glamorous

One of the big pieces of fashion news last year (LIFE, June 27) was that nylon had graduated from the underwear-stockings stage and was being used in dresses which could be washed and dried in an hour and required no ironing. Wash-weary women snapped them up but complained that much of the fabric was too tightly woven, therefore too stiff and hot. Also they were limited to drab colors and few interesting patterns. This year their complaints have been answered: nylon clothes are available in lighter, more porous fabrics and bright, glamorous colors (*above*) with modern-looking patterns (*right*). They are as washable and durable as ever.



**CHECKED SHORTS** of nylon taffeta are worn with lightweight men's shirt which stays crisp without ironing. Carolyn Schnurer outfit costs \$29.95.

CONTINUED ON NEXT PAGE

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*You should read our mail!*

people all over the country  
brag about their

*"Wonderful, wonderful Ronsons"*

"RONSON WHIRLWIND DROPPED 9 FLOORS  
ON TO CONCRETE... WORKS PERFECTLY!"

"RONSON LIGHTER IN RIVER 24 HOURS  
STILL O.K.!"

"RUN OVER BY DOUBLE-DECKER  
BUS... MY RONSON STILL LIGHTS!"

"LEFT IN SHIRT POCKET,  
RONSON LIGHTER IN WASHER 1½ HOURS  
PERFECT CONDITION!"

"RONSON STANDARD LAY IN SNOW  
5 MONTHS... WORKED WITHOUT  
ONE CENT OF REPAIRS!"

Millions of Ronson lighters lead long, peaceful, family lives. But an astonishing number pass, unscathed, through scenes of extreme violence! We're only mildly surprised when their grateful owners write us. We know every lighter bearing that famous Ronson trademark is precision-built to fine jewelry standards. We know it promises years of obedient lights. But we're *pleased* when a Ronson emerges from mud, snow, river water or a washing machine and, after one tremulous moment, triumphantly *lights*!

**Yes, Ronsons are wonderful  
to give or get... their owners'  
most used personal possession!**

Tune in Ronson's "20 Questions" Sat. nights  
(Sun. nights, Pacific Coast) MBS... and Ronson's  
"Johnny Desmond Show" Wed. nights, ABC.  
See and hear Ronson on Television, too!



RONSON WHIRLWIND  
with disappearing  
windshield.  
Tortoise enamel.  
\$9



RONSON ADONIS  
Slim as a fine  
watch! Chromium  
plate, engine-turned.  
\$10



RONSON PENCILITER  
Rhodium plate, \$10  
(no Federal tax).  
In 14K Gold filled.  
\$15 (plus tax)



RONSON CROWN  
Table lighter in  
heavy silver plate.  
\$11 (plus tax)



RONSON STANDARD  
For pocket or  
purse. Chromium  
plate. \$6

Look for this trademark...  
**RONSON**

WORLD'S GREATEST LIGHTER  
RONSON Newark, N. J. • Toronto, Ont. • London, Eng.

Press—it's lit! Release—it's out!  
Safely out the instant you lift your finger



SEE THESE AND OTHER BEAUTIFUL RONSONS AT YOUR DEALER'S, FROM \$6 TO \$200





**BAREBACKED** short evening dress in flesh-colored nylon georgette is a Claire McCardell design (\$49.95). Heavy brass bracelet worn above the elbow (Jeray, \$8) is a fad style (taken from movie *Samson and Delilah*) that is going over with new bare-arm dresses.



**LOW-CUT TOP** of nylon tricot short evening gown has shoestring straps that cross over back. Dress has no fastenings, slips over wearer's head and is cinched in by long cords. Another Claire McCardell design (\$39.95), it is available in prints as well as solid colors.

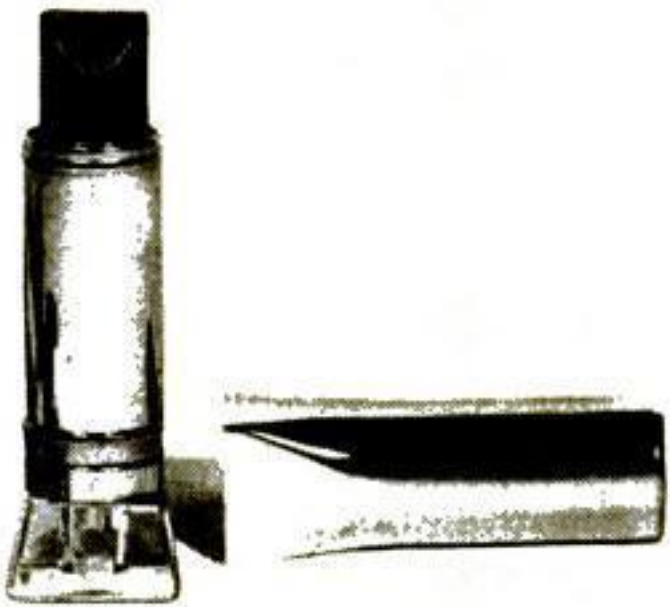


**WASHABLE PLEATS** like those popular in lingerie are used for the first time in a nylon dress (Henry Rosenfeld, \$19.95). It dries as fast as a slip and is a practical solution to the new Paris interest in sheer white, which is usually impractical, for summer street dresses. The big, black cartwheel hat shown with it balances slim outline.



*Who is she?*

Voted "model with the most photogenic mouth" by photographer Harold Halma, pretty Cherry Nelms says DuBarry Lipstick gets *her* vote for its new wonder-formula that doesn't eat off, drink off or kiss off. The texture is just right...not too moist, not too dry, to sleek on and cling no matter what. Have yours in one of Spring's new brilliant reds. DuBarry Lipsticks \$1.00 and \$1.50 plus tax.



*DuBarry*

BEAUTY PREPARATIONS BY

*Richard Hudnut*

Makers of the Richard Hudnut Home Permanent





## COBURN SWINGS OUT

At 72 he dances at a Hollywood party to celebrate his 60th year in theater

The spry gentleman dancing with Joan Bennett in the picture above is Charles Coburn, veteran of the stage and 50 movie roles and one of Hollywood's most beloved citizens. With some 200 other friends Miss Bennett dropped in on him to help the 72-year-old actor celebrate his 60th year in show business. Garbed for a movie square-dance scene, Coburn stopped work to listen to congratulations and he kissed by a bevy of stars, including Ann Sheridan and Alexis Smith. Then, when the photographers and guests had all left, he sat down and had a good cry.

CONTINUED ON NEXT PAGE

there IS a drink  
that's delightful  
to taste!



EVERY DRINK YOU MAKE  
SHOULD TASTE GOOD

Every drink *will* taste good when you use smoother, tastier Southern Comfort to make your highballs, Manhattans, old fashioned, and many more.

Its full 100 Proof and matchless quality have been enjoyed in more than 500,000,000 drinks.

Write for free recipe booklet.

100 Proof Liqueur

Dept. C  
**SOUTHERN COMFORT CORP.**  
St. Louis, Mo.





## "Pussy-footer"

With Tru-Bel Alarm.....\$3.98\*  
Luminous Hands and Numerals.....\$4.95\*

Here's the most popular clock at the most popular price, of all the Sessions Alarms. Like all the others, the "Pussy-Footer" sleeps you more quietly and wakes you more cheerfully, for the Sessions alarm is not a harsh buzzer, but the melodious Tru-Bel Alarm—insistent yet pleasant and gentle.



The "Pussy-Footer" sleeps you kitten-quiet all night long, for it contains far fewer moving parts than are found in ordinary clocks—and that means fewer parts to get out of kilter, too! See this Sessions beauty, hear it ring. You'll be surprised that you can get so fine a clock for so little.



"Pierre"—a charming, pink cheeked, goateed little chef for your kitchen wall... \$4.95\*



Gothic—an elegant clock to grace your living room or dining room... \$18.50\*

\*SLIGHTLY HIGHER IN FAR WEST. SUBJECT TO FEDERAL EXCISE TAX.

# Sessions Clocks

SELF-STARTING • ELECTRIC



**MONOCLED ACTRESSES** with whom he has appeared surround Coburn. Everyone at the party was given a monocle, Coburn's trademark, but most of them were unsuccessful in keeping it in place. In the back row, from left to right: Rita Johnson, Ann Sheridan, Spring Byington, Charlotte Greenwood, Ann Rutherford. In the second row: Piper Laurie, Yvonne De Carlo, Coburn, Ella Raines, Ruth Hussey. In the front row: Jane Wyman and Alexis Smith.

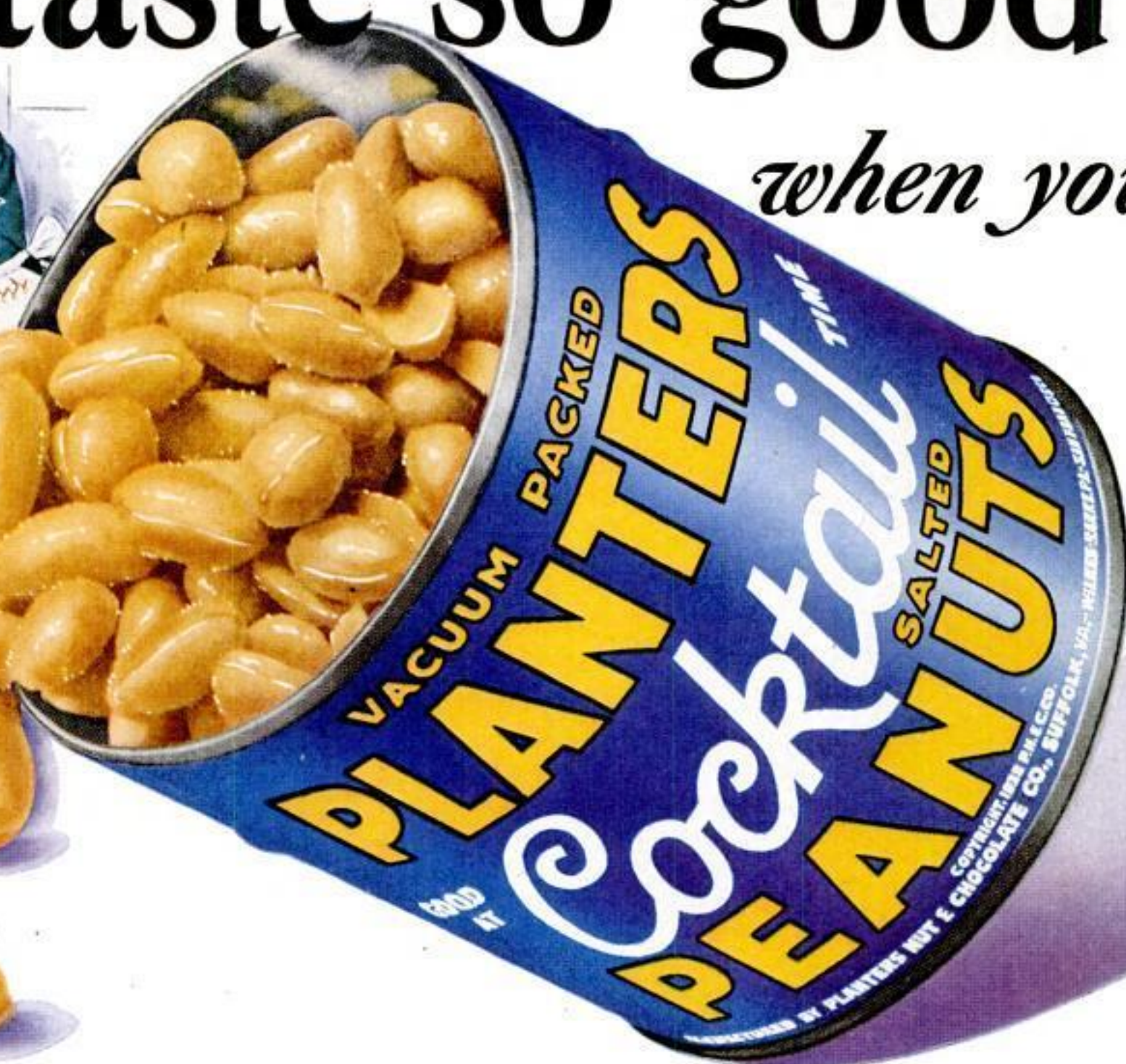


**HOLDING CIGAR**, Coburn lets Comedienne Charlotte Greenwood try to knock it out of his mouth. On next kick she managed to jar the cigar askew.



# They taste so good...

*when you're hungry*



Full  
8 Ounces

## They taste so good...

*when you're playing cards*

You'll be a popular hostess when you have PLANTERS PEANUTS for your guests to nibble on. They just keep reaching for them all the time... the peanuts all America loves.

## They taste so good...

*in the lunch box*

Whether it's lunch at school, at work, or on a fishing trip, PLANTERS PEANUTS add zest to every meal. They pack more protein nourishment than meat, fish or eggs.

## They taste so good...

*as an appetizer*

Just watch folks go for these fine, selected Virginia peanuts, when you set them out as an appetizer. Roasted and salted to the peak of perfection—oven-fresh!

**PLANTERS**  
is the word for  
**PEANUTS**



MR. PEANUT

This PLANTERS product is also made in Toronto, and sold everywhere in Canada



# "Tex" McCrary, assisted by "Jinx" Falkenburg,



**TEX:** HA! THIS is the fastest switch I ever made! Radio reporter into cover boy—and I love it! Here's how it came about: the Arrow people asked me if I'd show America how their new Easter finery looks—and on me!

**JINX:** Well, if I may, hubby, I'd say that these Arrow Easter whites and solid-color shirts should do a *great deal* for *any* man. Take these new soft colors—Arrow has them in 27 shades, they tell me! I can't

decide *which* I like best! But this I *do* like: every Arrow white shirt has a *double* in solid colors!

**TEX:** Yes, great idea! This *Dart* I'm wearing, for instance, has the non-wilt collar, and you're holding its twin—the *Belmont*! And gosh, Jinx, look—these Easter shirts, ties, and handkerchiefs really go together. Must be a happy accident.

(NOTE: It's no accident! They're *designed* that way.)



# shows you Arrow's EASTER beauties!



**JINX:** Tex! That is a very attractive wide-spread collar! I like you in blue. That's the Sussex, isn't it?

**TEX:** Yes! And it has the same collar as that good-looking Par shirt you're holding. They're both knockouts!



**JINX:** Why Tex, you look like an editor instead of a reporter! Specially in these swell looking Arrow Ties. By the way, where did you learn to tie such a handsome knot?

**TEX:** Oh, I pick up a few tricks! But I have to admit that those ties *do* knot beautifully. You know, I could change into these swell-looking Arrow Easter shirts and ties all day long! It really makes a guy want to keep his chin up just to show them off!

Your favorite ARROW collar styles come in both white and solid colors. See below:



◀ **DART**  
Medium point, non-wilt (no starch). **BELMONT** ▶

◀ **PAR**  
Wide-spread soft collar, with stays; regular and French cuffs. **SUSSEX** ▶

◀ **ARDEN**  
Short point, wide-spread, non-wilt collar. **KENT** ▶

◀ **DREW**  
Medium-short points, non-wilt collar. **ARDSLEY** ▶

◀ **TOUR**  
Longer points, low neckband in front; collar stays. **BRUCE** ▶

**ALL Arrow collars** are the *best-fitting collars made!* All Arrow shirts are made of fine quality broad-cloth that insures long wear.

**ALL Arrows** are *Sanforized*-labeled (fabric shrinkage less than 1%), and feature the **MITOGA** body-taper fit. P. S. Your wife will like the easy-

does-it way Arrow Shirts iron. (It's the tailoring!) She'll also praise these durable **ARROW** buttons—they're *anchored on*.

P.P.S. The good-looking group of ties above are **ARROWS**, too. \$1.50 up. All shirt models shown above, \$3.65. *Cluett, Peabody & Co., Inc.*

## ARROW



**SHIRTS • TIES • HANDKERCHIEFS**

**SPORTS SHIRTS • UNDERWEAR**





"Indoor Golf Clinic," by Douglass Crockwell. Number 40 in the series "Home Life in America."

## *Beer belongs...enjoy it*

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

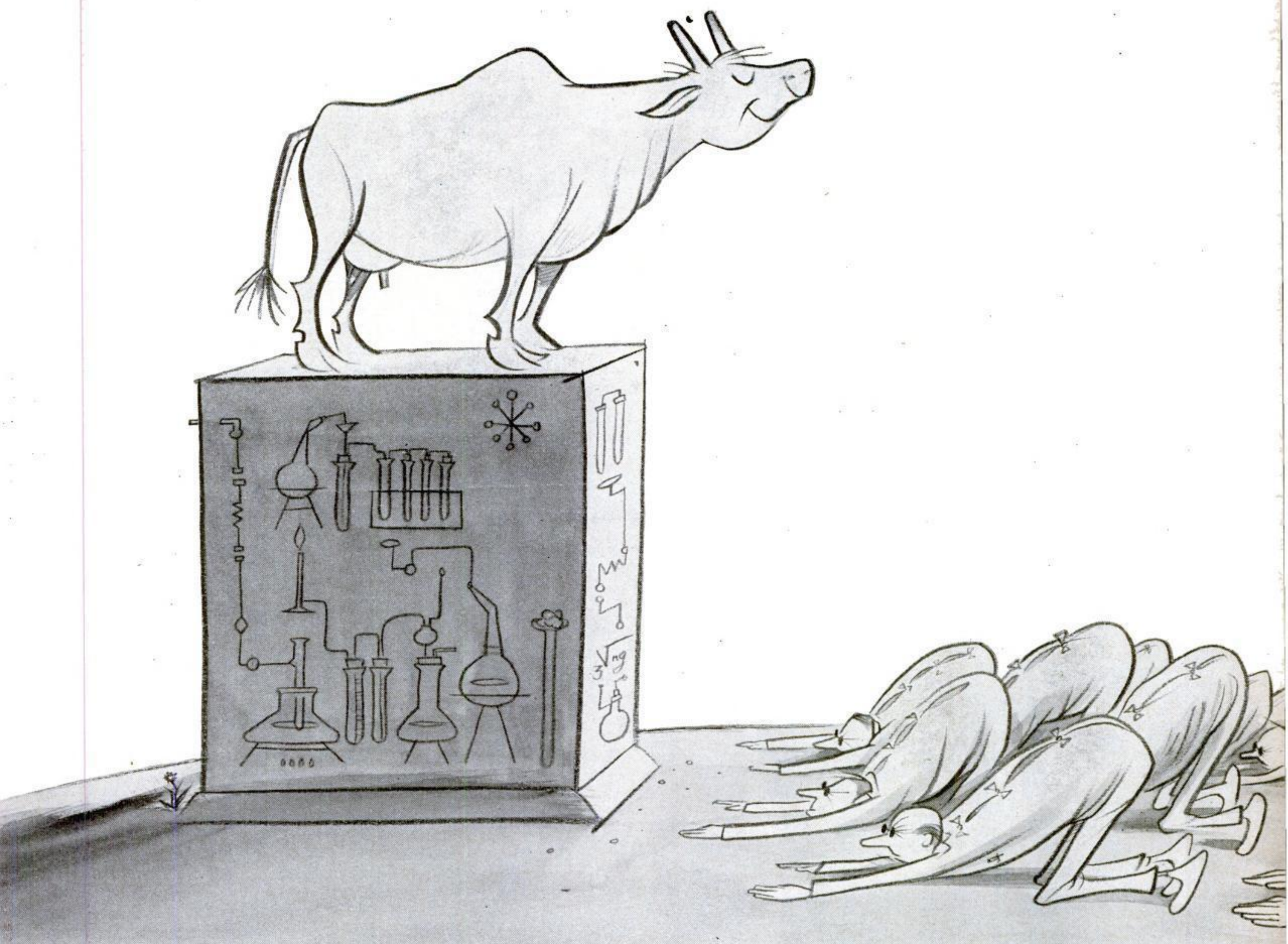
For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION







THE CULT OF OMNIPOTENT SCIENCE STANDEN DERIDES IS EXEMPLIFIED BY THESE PROSTRATE, WHITE-COATED WORSHIPERS OF THE GREAT SACRED COW OF SCIENCE

# SCIENCE CAN BE SILLY

ONE OF THE SELECT TOSSES A HARPOON AT THE CULT OF THE MEN IN WHITE COATS

by ANTHONY STANDEN

**W**HEN a white-robed scientist, momentarily looking up from his microscope or his cyclotron, makes some pronouncement for the general public, he may not be understood, but at least he is certain to be believed. Statesmen, industrialists, ministers of religion, civic leaders, philosophers, all are questioned and criticized, but scientists—never. They are exalted beings, who, standing at the very topmost pinnacle of popular prestige, proudly practice their monopoly of the unchallenged formula: "It has been scientifically proved. . . ." The "it" can be almost anything.

Our world has thus become divided into scientists, the infallible men of reason and research, and nonscientists, sometimes contemp-

In Year V of the atomic age, scientists generally view themselves as others view them: very, very seriously. But this month one scientist, Anthony Standen, came up with a book entitled *Science Is a Sacred Cow* (E. P. Dutton, \$2.75). With tongue-in-cheek hyperbole, he suggests that a group that takes itself so seriously deserves some serious skepticism. *LIFE*—without taking all Mr. Standen's fun-making too seriously—thinks he deserves a happy hearing.

tuously called "laymen." The dividing line is drawn by the fact that science has achieved so much while the layman knows so little—not enough, certainly, to argue back. He might not even want to argue back, for the claims of science are extremely inviting. Its benefits—from television to penicillin—are legion, and a mere

layman, his imagination stupefied by these wonders, is duly humble. Since it is only human nature to accept such flattery, the scientists easily come to share the laymen's opinion about themselves. The laymen, on the other hand, get their information about scientists from the scientists, and so the whole thing goes round and round like the Whip at Coney Island.

The individual scientist—it must be emphasized—is not inordinately conceited; on the contrary, he is often a most modest and diffident person. Yet, when he thinks of himself as a scientist, he almost always attributes to himself a delightful array of such qualities as accuracy, reasoning power, intellectual curiosity, tolerance and a kind of reverent humility



before the facts of nature. So, as a group, these men of science have come to possess a fabulous collective ego, as inflated as a skillfully blown piece of bubble gum.

In our science-minded world, it is easy to begin to share the exhilaration of this collective ego at a fairly young age. The great masses of our youth have known "Biology I" in college, or at least "Introductory Science" in high school. They come out of the mill with one of three possible reactions: either 1) they hated it and have depressing memories of cutting up dogfish; 2) they found the subject interesting, but the teacher dull, and nourish for the rest of their lives a wistful yearning to know more; or 3) they gobble up everything and acquire a fierce faith that science can solve all the problems of the universe. People in the first two categories are genuine, understandable human beings. But the third class! So far are they from having learned any humility, they are known in every high school and among the freshmen and sophomores of every college as the most insufferable, cocksure know-it-alls. If they go on to be professional scientists their sharp corners are rubbed down but they undergo no fundamental change. As a group, they most decidedly are not set apart from the others by their tolerance, perceptiveness or patient humility, as their teachers would like to have us believe. Rather do they seem to think that they are entitled to pour scorn on other subjects from a very great height. They become technocrats. They seem to believe that no social or diplomatic problem is beyond their competence to discuss, if not to solve. They eat concentrated vitamins. They are, in the fullest sense of the word, uneducated.

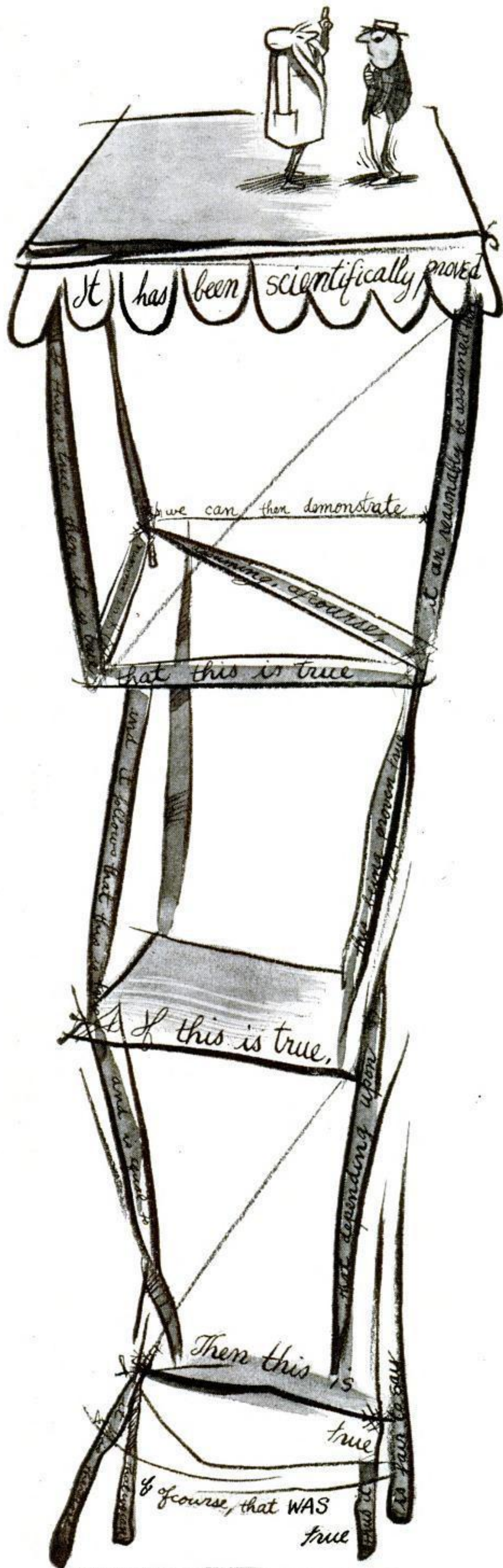
That there are plenty of *good* reasons for knowing something about science goes without saying, whether you are farming or mending a Ford car. Atomic energy, of course, has given a great boost to science education, for persons of all ages from 5 to 100. Obviously we, or our elected representatives, should know as much as we possibly can about uranium 235 and the neutrons, for it is very little good having just a nodding acquaintance with a neutron.

#### The "scientific method"

**D**ESPITE these excellent reasons for studying science in big doses, the scientists stick to their attitude that the *real* reason is something else, something higher and loftier altogether. They are like the Elizabethan poets, who would praise their mistress's eyes, nose, lips, neck, etc., and then say "but if you could see the virtue that dwells within her breast, you would find that even more delightful still." For it is not the base, utilitarian results of science that they advertise most: it is always the "scientific method" or the "scientific attitude" or a variety of other hidden mystical virtues. Useful facts are mere dross: it is this underlying "method" that purifies and refines the soul. And so a sanguine chemist, William J. Wisener, currently head of an industrial chemical research lab in Reading, Pa., tells us: "Science teaches us how to think straight, how to avoid deceit, and how to benefit mankind most by honoring the authority of Truth." Or take the words of another scientific educator, B. C. Gruenberg, most recently a special consultant with the National Health Council, who says: "Scientists have a special responsibility to help adults and adolescents to find new conceptions and ideas to replace the traditional religious beliefs about . . . the meaning and value of human life, which science has made untenable." (Explanatory note: Gruenberg means that the traditional beliefs have been made untenable, not human life.)

Now the disillusioning truth is that "the scientific method," however pretentious it sounds, quite often means only the patient use of horse sense. It is when scientists scorn horse sense and give "the scientific method" a rude yank to stretch it into a technique of philosophy that their antics become most comic. When they get into this expansive mood, they start murmuring reverently about "correlations," for this is one of their favorite words. They measure two things, and find that when one of them changes the other also changes: this is called a beautiful correlation, and it is pursued with a solemn, deadpan intensity, as if a correlation were a thing in itself. Very often they argue that the one thing *caused* the other, when it might quite well have been the other way round. Thus they will offer an argument that, in principle, runs like this: a man gets drunk on Monday on rye and soda water; he gets drunk on Tuesday on Scotch and soda water, and on Wednesday on gin and soda water. What caused his drunkenness? Obviously, the common factor: the soda water.

Since scientists have such breathtaking confidence in their own ability—in their collective ability, that is to say—it is small wonder that they never pause long enough to teach what are the limitations of science. Yet there may be limits to what science can do. Consider this question: Can science disprove ghosts? The average science-ridden citizen assumes that, of course, it can. And yet, is that true?



The immutable argument "It has been scientifically proved," says Standen, is all too often based on a carefully erected but very shaky structure.



Suppose (just for the sake of amiable argument) that ghosts can occasionally appear when the psychological conditions are just right, and suppose—as might quite well be true—that one necessary condition for the appearance of a ghost is the *absence* of a scientist. Then “science” would go on investigating ghost after ghost, and would “disprove” every one of them while they kept on appearing whenever the scientists were not looking.

This is a simple case, perhaps not a very important one, illustrating the impossibility of proving anything negative by the scientific method. At least it is enough to suggest that if science has any



### ANTHONY STANDEN

The author of *Science Is a Sacred Cow* is a member of the American Chemical Society, the American Association of Economic Entomologists and the American Association for the Advancement of Science. Graduate of Oxford and M.I.T., he has also written *Insect Invaders* and two previous articles in LIFE, “Japanese Beetle” (LIFE, July 17, 1944) and “DDT” (LIFE, July 8, 1946). These drawings were done for LIFE by Robert Osborn.

more serious defects than the inability to perceive an occasional spook in the corner, it is of the utmost importance that all citizens should know what they are.

According to the cult of “the scientific method,” scientists not only do wonderful things but also teach wonderful things. Teachers are, indeed, the front men of science, and it is therefore instructive to observe how funny they can be when they are trying to be most serious.

To woo students to their classes, some scientists offer this inducement: “Learn about our environment.” This particular lure is emphasized by those who teach geology. The underlying idea is based on a saying that scientists like to trot out “Man is the product of his heredity and his environment.” What they mean is that a man is the product of his heredity and his environment, for no one knows what the heredity of “man” is. (The Missing Link is still missing.) The statement is open to dispute, because a strict Calvinist, for example, would say that the fate of man depends upon a predestination which overrides any amount of heredity and environment. But then a predestinarian Calvinist is not a scientist, so what he says doesn’t count, and the scientists have said to one another so often, “Man is the product of his heredity and his environment,” that they all believe it without question.

Professional educators play up the environment even more strongly than the regular scientists. The environment is regarded as a fixed, steady sort of *thing* that is there, and the recipient of the education must be adjusted to it. No education, obviously, should be designed to turn out social misfits, but it is *not* true that man *must* be adjusted to suit his environment. Man is remarkably capable of adjusting his environment to suit himself. In fact, science itself is probably man’s greatest tool in effecting changes in his environment. If we meekly accepted the idea that man must be adjusted to his environment, where should we get our reformers from? Where our revolutionaries? And what would our scientists do for a living?

### Physics: the best science

OF all the sciences, physics is the most highly developed and also the oldest, for it got well under way as early as the 17th Century. The other sciences are right in paying deference and respect to physics, which is unquestionably science at its best.

But the first thing to realize even about physics is its extraordinary indirectness. Physics appears to begin with very straightforward questions, but there are catches in it right from the start. For example: every high school student is told that according to Aristotle the heavier of two weights would fall faster, but that Galileo, by dropping two different weights from the leaning tower of Pisa, “proved” that Aristotle was wrong, for the weights were found to fall in exactly the same time. And yet Aristotle was right. The heavier body does fall faster, because of air resistance, which slows up the lighter body more than the heavier. Only a very little faster, it is true, and the difference may not be detectable; but since scientists claim that they use words with such great precision, it is fair to hold them to it. If you press a physicist on this point, he will

CONTINUED ON NEXT PAGE



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## SCIENCE CAN BE SILLY CONTINUED

readily admit that what he means is that the two bodies would fall equally fast *in a vacuum*. If you press him further, he will very reluctantly admit that nobody has ever produced a complete vacuum. And so it turns out that not the physicist but Aristotle is talking about the actual world in which we live.

This is characteristic of physics all the way through. Yet it is because of this, and not in spite of it, that physics is the best of the sciences. For physics is not about the real world; it is about "abstractions" from the real world. It has all the proper attributes—the importance of exact measurement, the reduction of everything to mathematics, the pitilessly rigid trains of logical thought—that are commonly ascribed to everything that goes by the name of sci-



"The common factor" that scientists love, says Standen, can be used to ridiculous extremes, as in this case: the drunkenness was caused by the common factor: soda water.

ence. But physics is *not* a body of indisputable and immutable Truth; it is a body of well-supported probable opinion only, and its ideas may be exploded at any time.

Scientists have a horror of the Absolute, but as a word, rather than as a concept, for few of them have any clear idea of what it means. Relativity is accepted with great delight by modern scientists, for Einstein is regarded as having done away with Absolutes, replacing Absolute Time and Absolute Space by a four-dimensional space-time continuum which is pleasingly Relative. The momentum of this carries over into other fields, and everything possible is now considered relative: morals are relative, meanings of words are relative, even truth is relative, and the more things a man can describe as Relative, the greater his prestige as a Modern Thinker. And yet Einstein did not destroy the Absolute. He made space and time relative, but in order to do this he had to take something else—the velocity of light—and make it absolute. The velocity of light occupies an extraordinary place in modern physics. It is now lese majesty to criticize the concept of the velocity of light. It is a sacred cow within a sacred cow, and it is just about the Absolutest Absolute in the history of human thought.

If the idols of scientists were piled on top of one another in the manner of a totem pole, the topmost one would be a grinning fetish called Measurement.

The physicist quite naturally sees everything in terms of measurements, and he feels he has to indoctrinate his pupils with this idea. Show a magnet to a physicist and to a man in the street, and what happens? The physicist wants to measure its "magnetic moment," the other fellow wants to use it to pick up phonograph needles. And if a pneumatic drill opens up in the street, the physicist, instead of putting his fingers in his ears, will measure the sound in decibels.

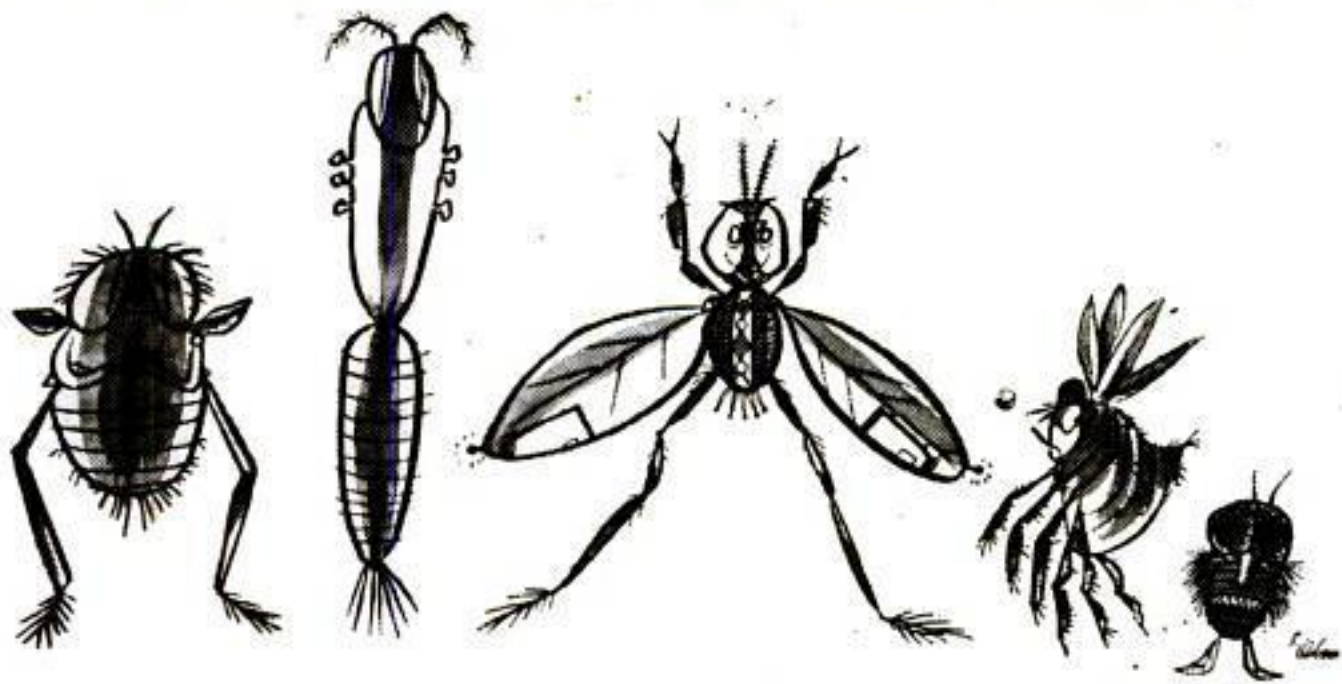
Since measurement is so frightfully important, quite naturally physicists have very decided ideas about it. Instead of explaining what a thing is, they say how many times bigger it is than some other thing—for that is all that measurement really is. Thus, for a physicist, the means of measuring a thing *is* the thing: light *is* just so many lumens, noise so many decibels and a magnet so many units of magnetic moment. And so their way of explaining any of the more abstruse concepts of physics is to have the students measure them at once, although of course the students may produce exactly the right measurement, and still not have any idea of what they have measured.

Let us apply all this to the awesome matter of the atom. When physicists say that the diameter of a hydrogen atom is two ten-millionths of a centimeter, do they mean that they took a ruler marked out in ten-millionths of a centimeter, brought it up alongside a hydrogen atom and compared the two? Not a bit. They simply made one of their hypotheses; they reasoned that *if* the diameter of the atom were that number of ten-millionths, then the results of a certain experiment would be thus and so, exactly the way it was



actually found to be. A great many of the measurements of physics are of this indirect kind. It is not true that we know about atoms *because* atoms have been weighed, measured and counted, although physicists often imply this. It is not true that there must be atoms because there is an atomic bomb: the existence of the *bomb* is indisputable, but is it atomic? It is within the bounds of possibility that the physicists of a hundred years from now will look back with amusement to the days "when they thought that that crude bomb of theirs had something to do with 'atoms,' as they used to say. Of course we know better now."

Do we have any positive proof, then, that there are such things as atoms? The answer is that physics can never *prove* things in the



What about the theory of evolution? Scientists have bred banana flies for generations and have produced flies almost as weird as these but have produced no new species.

way things are proved in mathematics, by eliminating *all* of the alternative possibilities, for it is not possible to say what they are. A physicist once said, "*We have seen our atoms.*" He didn't really mean it. The idea at the back of his mind, being translated, is "the path of a single high-speed atom can be observed and photographed." Now just suppose that a hunter were to announce, "I saw a tiger on Long Island yesterday"; if, on close questioning, he were to back down to "what I mean is, I saw the trail of a tiger," would he be believed in the clubhouse?

#### Biology: nonscientific

**I**N biology there is the same tendency to speak pompous nonsense that characterizes scientists of all kinds. But does biology have the virtues of science? That is more questionable.

If you take a course in biology, or read any of the textbooks, you will find extremely little that can be called scientific in any scientific sense. Here is a representative sample of what is handed out: The fundamental stuff of all living matter is called protoplasm—all living matter is organized into cells—the lowest animals have only one cell—the body of any higher animal, including man, shows many resemblances to that of a cat (cut up that cat!)—anabolism and catabolism—stimulus and response—thallophytes bryophytes pteridophytes spermatophytes—and so on and on and on to the end of the course, and where in the name of heaven is anything scientific in all that? You can get full marks in the course, without encountering *any* train of reasoning.

To pep all this up a little and give it a grander sound, the biologists are fond of issuing official pronouncements as if they were keys to nature's highest secrets. Such a one is: "The cell is the fundamental unit of all life." If ever you undergo a quiz in biology, that is *the answer*. But does it mean anything? If the cell is a unit, in the sense that bigger things are made up of it, this only means that living organisms are made up of cells (all but those annoying exceptions called "slime molds"). But if the cell is a *fundamental* unit, what does "fundamental" mean? Think about this as much as you like, or as much as you can. But if you are facing a quiz, do not worry about it, for you will never be asked what, if anything, is "fundamental."

In slavish imitation of physics, biologists feel that they have to give neat precise definitions of their terms. The results are ludicrous. It is extremely difficult to define "life"—fortunately it is not at all necessary. "Stimulus" and "response" are defined in terms of one another. No biologist can define a *species*. And as for a *genus*—all attempts come down to this: "A genus is a grouping of species that some recognized taxonomic specialist has called a genus." No kidding, it really is that.

By far the most sweeping, and by far the best, of the great generalizations of biology is the Theory of Evolution, if it can be called

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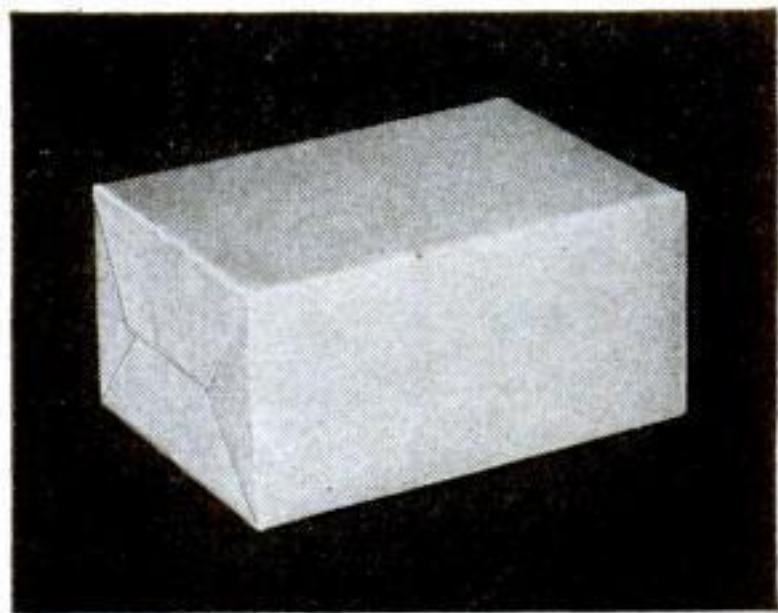
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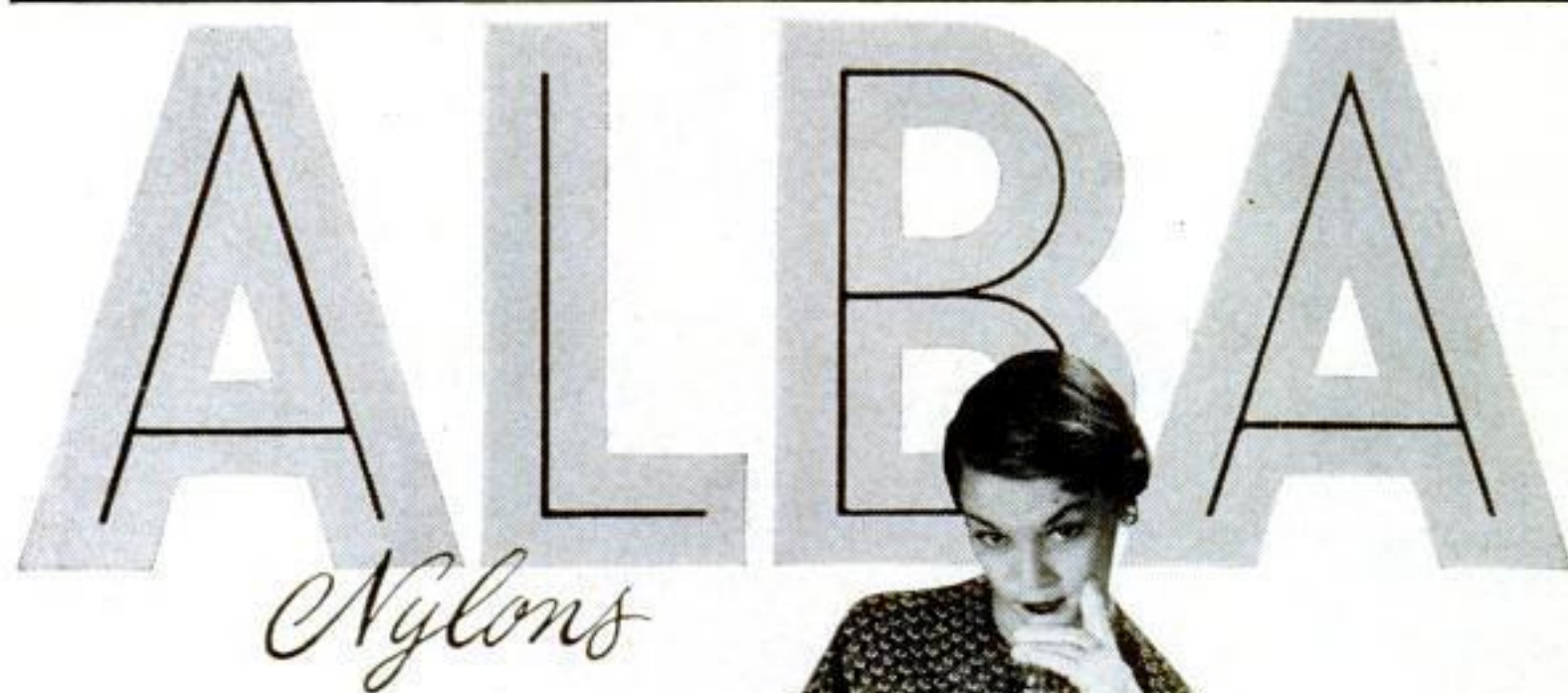
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## SCIENCE CAN BE SILLY CONTINUED

a theory that has by no means been tested by experiment. It is not possible, of course, to go back into distant geological ages to find out what actually did happen, and so we can only see what happens *now*. Biologists have been breeding *Drosophila* (banana flies, their favorite creatures for this kind of work) for 40 years, or for more than a thousand generations; they have made flies with red eyes, short wings, hairless, dwarfed and stunted. But they have never succeeded in evolving *Drosophila* into a fly of a different species, much less into any more distant creature. Just the same scientists have been saying, to themselves and to the outside world, "Scientists always test their theories by experiment," so often that by sheer dint of repetition it has come to be believed by everybody else, and even by the scientists themselves.

What is the theory of evolution? It is very easy to find out in a vague way, but very difficult to find out in a precise way. This is because it is really two theories, one vague and one precise. The vague theory has been abundantly proved, with an overwhelming mass of evidence. The precise theory has never been proved at all but, like relativity, it is accepted as a faith.

Vague evolution is rather difficult to formulate because it is vague, but it is extremely easy to see. It points to the striking similarities, in every detail, between the bodies of men and of the apes; to the slightly more distant resemblances between men and other mammals, to the duck-billed platypus, and so on and so on, as can be found in many a fine book. Whatever this proves—and it would seem to prove that all forms of life are connected in *some* way—it is indisputable.

But in what way? To answer this question, we need a precise theory. The precise theory of evolution is that all forms of life on the earth today came from some original form of life by a series of changes which, at every point, were natural and *explainable by science*. Now the reason why evolution has always inspired such intense popular interest ever since the days of Darwin is that it is not a purely scientific theory, but one that involves moral, that is, human, behavior. It is quite different from, say, the theory that the earth revolves round the sun or the sun round the earth because, in the last analysis, it is of very little human importance which goes round which. The question at issue with the precise theory of evolution is whether God gave things a sort of evolutionary shove every now and then (or perhaps all the time), or whether He just wound things up in the beginning and let them rip.

Unfortunately biologists rarely talk about God (or at least only on Sundays when they are off duty). With this limitation they can never discuss the implications of evolution properly, and by mixing up the vague theory of evolution with the precise theory they give the impression that both have been proved, whereas the precise theory is much further from being proved than men are from flying to the moon. To quote a paleontologist, R. S. Lull, professor emeritus at Yale: "Since Darwin's day, Evolution has been more and more generally accepted, until now in the minds of informed, thinking men there is no doubt that it is the only logical way whereby the creation can be interpreted and understood. We are not so sure, however, as to the *modus operandi*, but we may rest assured that the process has been in accordance with great natural laws, some of which are as yet unknown, perhaps unknowable."

And so biologists continue to "rest assured." But one may be tempted to ask, if some of the great natural laws are as yet unknown, how do we know that they are there? And if some are "perhaps unknowable," how do we know that they are "logical"?

### Psychology: pious hopes

**P**SYCHOLOGISTS, following the biologists, who are themselves following the physicists, are the unhappiest crowd of all. Psychologists like to believe that they base their conclusions on fact substantiated by scientific evidence, but they don't, for two of their favorite postulates are: "All human behavior has a cause" and "Potentially, all human behavior can be measured and described." There is *no* experimental proof of these interpretations. Some human behavior may have a cause, and some can be measured and described, but these sweeping statements about *all* human behavior are nothing but a pious hope. Psychologists pay lip service to the scientific method and use it whenever it is convenient. But when it doesn't suffice they make wild leaps into cloudy theory, sped only by their own jet-propelled fancy. So Professor Gardner Murphy of the College of the City of New York tells us in the foreword of his textbook on psychology: "For what it may be worth, I venture to put down here the few doctrines or opinions which I regard as fundamental in the present text, emphasizing that despite the incompleteness of evidence I feel these principles to be in

CONTINUED ON PAGE 110



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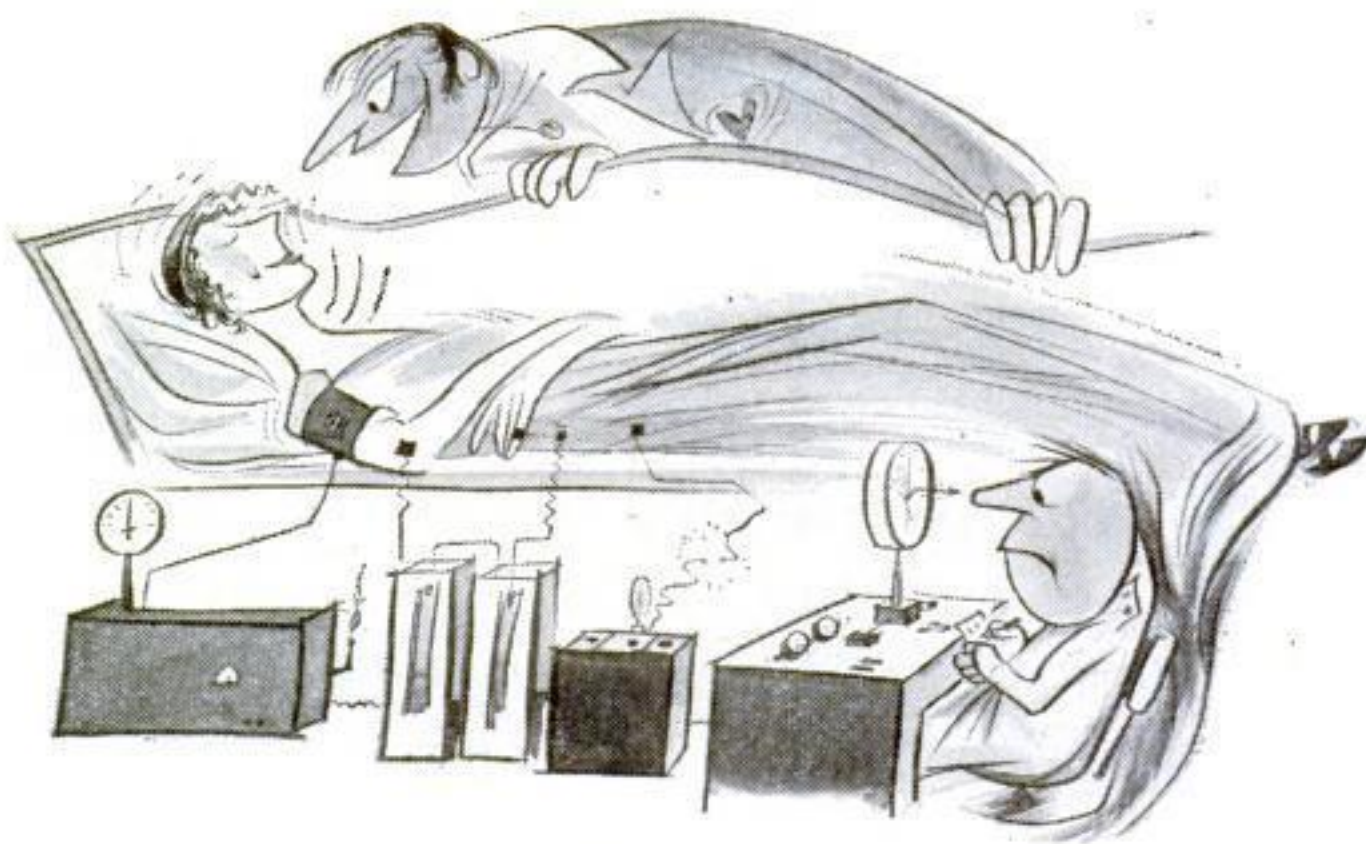
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## SCIENCE CAN BE SILLY CONTINUED

a sense the framework with reference to which all the details may be seen." What a scientist! Imagine, if you can, a physicist saying anything like this. The psychologist knows the evidence is incomplete, but he just *feels* what is right!

If even simple emotions elude investigation by gauges and recording instruments, what happens to our more complicated feelings? Hatred is akin to love—we all know this, but we didn't learn it from any scientist. The fascination of horror is one of the commonest experiences, but it eludes the galvanometer. For certain very human feelings it would not even be possible to use a galvanometer. Byron describes the seduction of a lady (a subject he knew well enough, unscientifically but successfully) who, "whispering 'I will ne'er consent'—consented." This lady was in a delightful state of mixed emotions, surely most interesting to a psychologist, but how could these emotions be "measured"? To connect the lady up to any kind of apparatus would ruin the intimacy of the scene.

It is amazing, but true, that it is possible to go clear through a course in psychology without ever hearing what the various virtues are, and which are intellectual and which moral. "But there is no agreement about 'virtues,'" reply the psychologists, shocked in



How, asks Standen, can scientists measure many normal human emotions? About the only way to be accurate about, say, the emotive response of a girl being seduced is to set up a ridiculous scene like this.

their scientific souls. To this it can be replied that there is no agreement about psychology either. There are very many points in psychology about which it is only possible to say: "Freud and his followers see this in terms of so-and-so, the Adlerians see it some other way, while the Watsonian behaviorists are unable to see it at all."

It is probable that, hundreds of years from now, people will look back at our "objective" psychologists, with their reflex arcs and their stimuli and responses, in the same way in which we look back at the medieval schoolmen who are alleged to have debated how many angels could dance on the point of a pin. Meanwhile, since all of them pride themselves on their ability to reason, and most of them have a tendency to be a little humorless, let them consider the following simple piece of reasoning: "There's many a true word spoken in jest"; scientists are abominably solemn; therefore scientists miss many a true word.

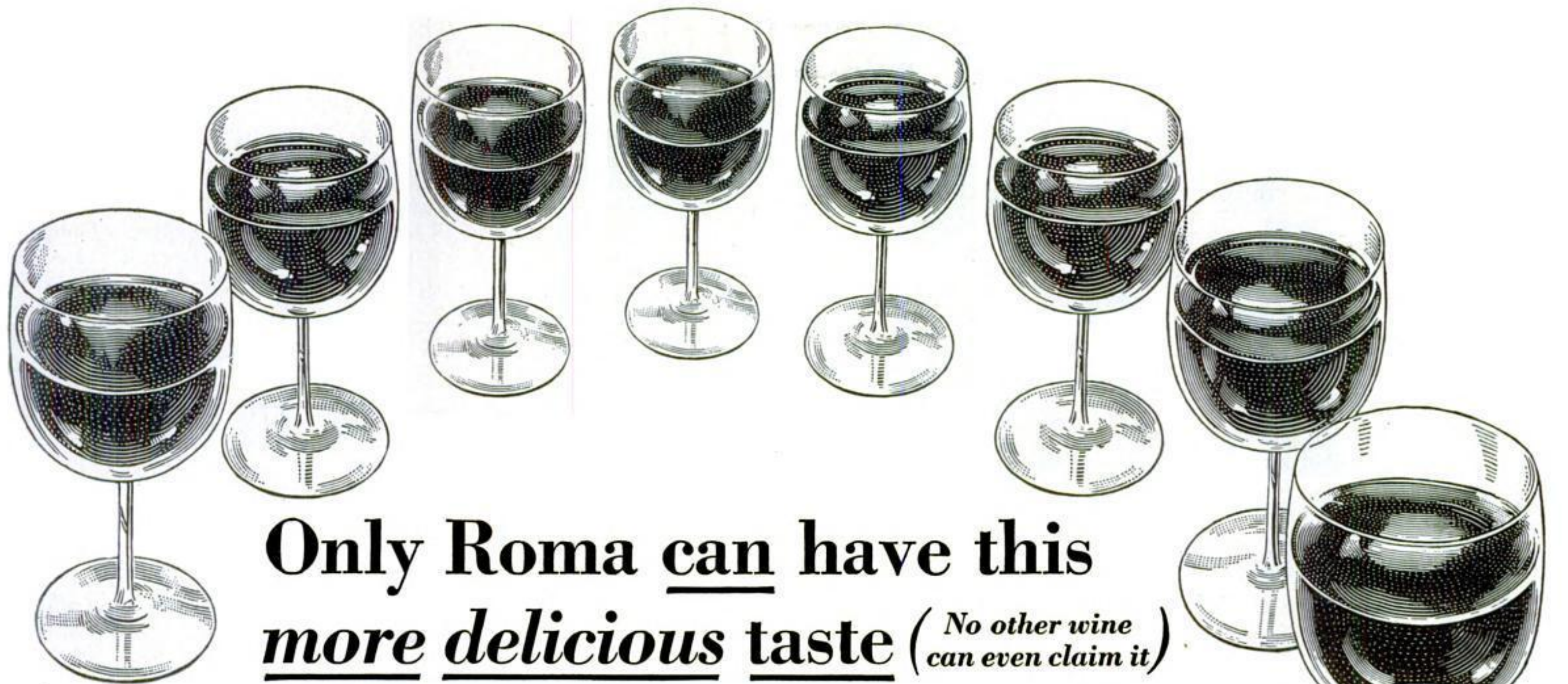
### Social sciences: are they science?

A BUSY group of people who call themselves social scientists, awaiting the arrival of the social Galileo, are zealously writing such papers as "The Relationship of Population Density to Residential Propinquity as a Factor in Marriage Selection," and "Sample of 1,001 Remarks Overheard in Manhattan."

There are plenty of reasons why the "social sciences" aren't science at all and, as a matter of fact, there are some who will admit this. One of the reasons is that there isn't anything fixed or constant about what the sociologist is studying. A sociologist can never specify the object of his study as "copper" or "*Camponotus pennsylvanicus*" (one of the species of ant). Instead he has to say, "This investigation was made on a group of 1,073 high school children from 14 to 15 years of age in south-central Illinois," with the perfectly clear understanding that it might be different for children under 14, or over 15, or in other parts of Illinois, and finally that it may no longer be true next year, or even tomorrow, for social conditions may by then have changed in south-central Illinois. Thus, Dr. Kinsey's celebrated report is mistitled *Sexual Behavior in the*

CONTINUED ON PAGE 112





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## SCIENCE CAN BE SILLY CONTINUED

*Human Male; it should be The Sexual Behavior of 5,300 Men Who Were Willing To Talk About It.*

The easiest way to introduce pseudo-science is to call any investigation "the testing of a hypothesis." If a social scientist wants to find out whether rich people are more likely to vote Republican than poor people, he first "frames the hypothesis that there is a positive correlation between income and Republicanism" and then goes out and "tests the hypothesis." This can always be done, and it makes anything at all sound wonderfully scientific. A biologist, if he wishes to know how many toes a cat has, does not "frame the



Can science disprove ghosts? Suppose ghosts could appear only when scientists were absent. They would go on disproving ghosts, while ghosts kept appearing behind their backs.

hypothesis that the number of feline digital extremities is four, or five, or six," he simply gets a cat and counts. A social scientist prefers the more long-winded expression every time because it gives an entirely spurious impression of scientificity to what he is doing.

Not even free will daunts a dyed-in-the-wool science fiend. Every week there are reports of such things as teen-age girls leaving lipstick kisses on billboards, windows and milk bottles, or bobbysoxers rolling their socks so low they cannot be seen. Such instances of the infinite unpredictability of man affects social scientists no more than the asylum inmate is when told that he is not Napoleon.

## Science versus democracy

IN the realm of practical politics there is plenty of reason for watching scientists very carefully. We are a little shy about doing this because of a widespread belief that science is intimate, if not identical, with democracy. The scientists, of course, are not shy about propagating this belief themselves.

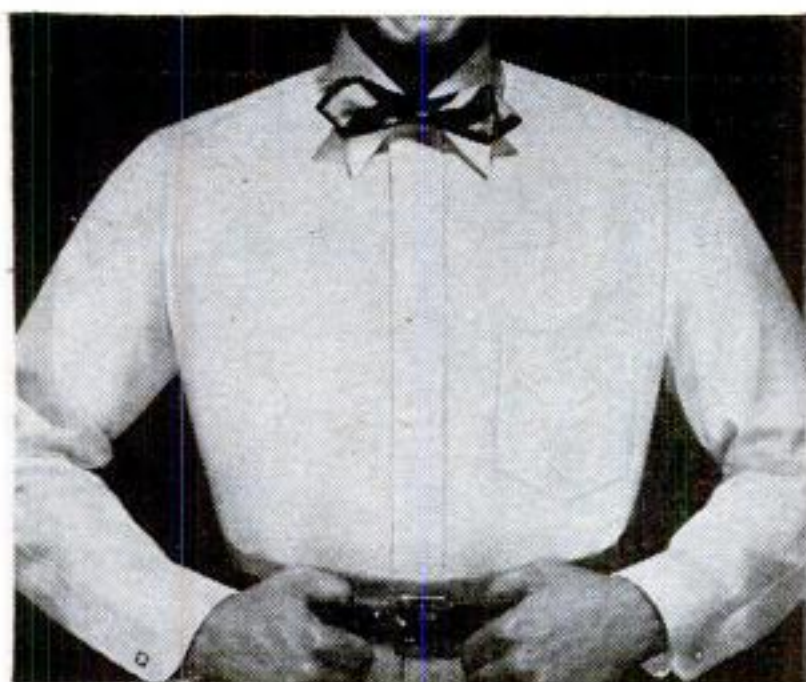
Yet science and democracy are *not* the same thing. They differ greatly, both in what they are aiming at and in how they go about things. The aim of science is truth. The aim of democracy is the most just kind of popular government. Truth is a matter of whether things *are* this way or that; politics is a question of whether we *should* do this or the other, having in mind what is best, either for the individual or for society. Science can no more help us decide what is best than a locomotive can take the place of a compass.

Scientists who like to tinker with history as well as hydrogen have another slippery syllogism for the gullible. It goes: "The 19th Century was a time of grand expansion for science; it was also a time of grand expansion of democracy; therefore science and democracy are one." But this is, to say the least, quite unscientific reasoning. It is worth noting that the 20th Century, in which democracy has been if anything on the wane, has so far been a period of even greater expansion of science. The Germans didn't get the atomic bomb; but their V2 was taken up avidly by our Army. Their chemists are still, as they have been for 100 years, magnificent—but only the most tortured "scientific method" of reasoning could add this up to make "a century of German democracy."

The truth is that *freedom*—the word and the idea—can be seriously menaced by those scientists (especially the social ones) whose god is that most fuzzily defined and most tyrannous of all deities: Objectivity. When a scientist becomes really "objective" about freedom, he cannot even say what it is. He notices that the word

CONTINUED ON PAGE 114





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## SCIENCE CAN BE SILLY CONTINUED

"freedom" seems to convey different things to different people: to us, freedom of the press means freedom from interference by the government; to the Russians, it means freedom from interference by the capitalist cartels. The Russians are astonished at our vigilance and suspicion of a government which, according to our own political theory, we elected ourselves. An "objective" scientist has little difficulty in understanding this argument. But he cannot understand the feeling of the backwoodsmen in the frontier days—probably the freest men there ever were—when "every man was as good as any other, and a darned sight better." One "objective" scientist, Lyman Bryson, making a great scientific effort, defines a free society as "one in which there is a rich variety of normalities." This is all right as far as it goes. It goes only until the shock troops or the commissars come in saying, "There isn't a rich enough variety of normalities around here; some of you have got to do something different."

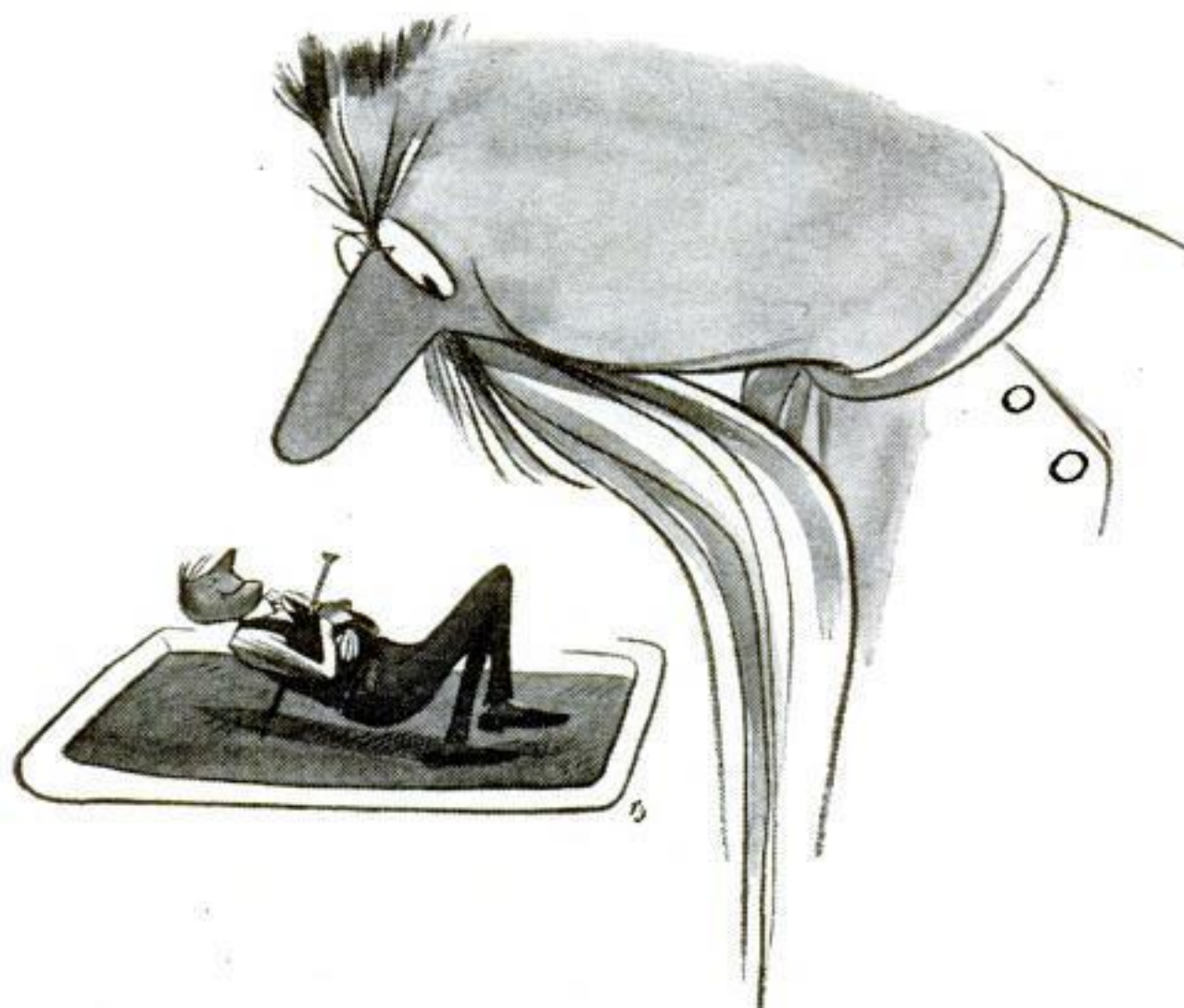
To be still more objective and still more dangerous, the scientist may argue that since "freedom" is understood differently by different persons it is only a subjective feeling, a state of mind. What causes this subjective feeling? Obviously, the "conditioning" (or "education") that the person has received. A Russian thinks of freedom differently because he was conditioned differently, that's all. Anybody is free who thinks he is free, according to his past conditioning. The scientific conclusion would then be very simple: Stop worrying about what freedom *is*, condition everybody alike, and give them whatever they have been taught to think of as freedom. To make the whole thing easier to carry out in practice, it will be well to condition people to think of, as freedom, something that will be easy to provide for them. Bread and circuses, for instance, or popcorn and movies.

Aldous Huxley has given us a fair warning. "The most important Manhattan projects of the future," he has prophesied, "will be vast government-sponsored inquiries into what the politicians and the participating scientists will call 'the problem of happiness'—in other words, the problem of making people love their servitude."

There are plenty of signs that this is no false alarm. "What science can do for men is not enough," a former general secretary of the American Association for the Advancement of Science has said. "This must be subordinate to what science can do to men." Instantly and precisely at this point, we must say to the scientist: Halt—and get back to your lab.

It is not Galileo's fault. When he dropped his two weights from the tower in Italy, he didn't know what he was starting. He started the modern science of physics. But according to the official account, he also started the modern scientific method. "The method" has gone a long way since Galileo, and a long way away from physics.

It has not only gotten worse, however, it has also gotten funnier—which is some consolation. So, while we must watch scientists carefully we shall find the strain of vigilance lightened by a great deal of amusement. We can, and should, laugh out loud at scientists. This will, in fact, be the very best way to prevent them from regulating us, or averaging us, or conditioning us to synthetic happiness. For what are they doing? It is the most laughable thing in the world. They are all crowding round and bowing low before a Sacred Cow.



In the pursuit of correlations, hypotheses and theories, the scientists, Standen concludes, seem to have forgotten the maxim that the proper study of mankind is man.

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 A fresh clean Dixie adds a lot,  
 Protects you from the colds and such  
 That lurk where others' lips have touch'd.

**DIXIE CUPS**

To help prevent the spread of colds and other ills within the family, use Dixie Cups in the bathroom and kitchen. Do away with that germ-spreading bathroom tumbler. Now on sale with attractive plastic holder at local stores.

Dixie Cup Company, Easton, Pa. Original Makers of the paper cup



REGISTERED TRADE MARK OF THE  
 DIXIE CUP COMPANY. DIXIES ARE  
 AVAILABLE IN MANY SHAPES AND SIZES



# Four women bought food at the store for their cats ...which one took home the most real nourishment?



**1. MRS. V. O.** bought fresh beef kidney at 35¢\* a pound. Beef kidney supplies growth-giving protein, fat for energy, niacin for appetite. But beef kidney does not furnish sufficient manganese, one of the nutritive factors responsible for normal reproduction. Without manganese, Mrs. V. O.'s cat may not have a healthy litter of well formed kittens.



**2. MRS. K. P.** purchased a pound tin of salmon for 48¢\*. Her cat appears well developed because it's getting body-building protein, bone-building calcium and Vitamin D. But salmon contains little Vitamin A and no carbohydrates. Without proper supplementary feeding, Mrs. K. P.'s cat will not have well-rounded health.



**3. MRS. M. B.** bought ground hamburger for her cat, at 52¢\* a pound. Hamburger, she believes, is a balanced food because it's protein-rich and contains a good amount of iron. Actually, hamburger is low in Vitamin A; without which, her cat will not grow to full size ... may eventually develop night-blindness.



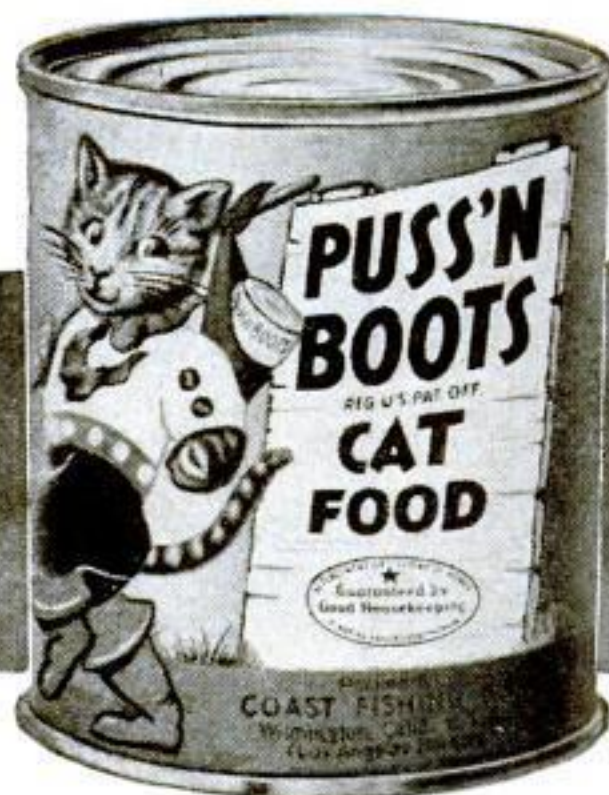
**4. MRS. D. K.** bought two 8-oz. cans of Puss 'n Boots for 18¢\*. Her cat got three or more balanced meals for about five cents a portion. It received all the same food factors present in beef kidney, salmon and hamburger. Moreover, her cat benefited from other health-giving nutrients not present in these other foods, but found in Puss 'n Boots. A Puss 'n Boots-fed cat lacks nothing because it's getting every food factor it needs—every day! Even if fed nothing else but water and Puss 'n Boots—it would still be completely healthy...pur-r-rectly satisfied.

\*Latest national average prices available at time advertising was released for publication.

## Your cat gets more real nourishment from Puss'n Boots!

How does Puss 'n Boots compare with fresh foods? Science provides the answer. New research\*\* reveals—Puss 'n Boots contains all the important nutrients found in fresh foods...in abundance...and in even better balance! Puss 'n Boots gives your cat *more* of everything it needs daily...adds important plusses...for just a few pennies a day. *And cats love it!* Sold under a money-back guarantee.

**GET THE PUSS 'N BOOTS BOOK**—Send three Puss 'n Boots labels and 10¢ in coin for 24 pages of delightful animal pictures in color by Feodor Rojankovsky. Write Coast Fishing Company, Dept. 12, Wilmington, California.



Insures every nutrient at every feeding... that's why

# Puss'n Boots adds the PLUS!

### PEP +

Carbohydrates and Fats are called the energy foods. An 8-oz. can of Puss 'n Boots supplies more food energy than 3 slices of beef kidney.



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For healthy nerves, cats, like human beings, need an adequate amount of Thiamin. An 8-oz. can of Puss 'n Boots supplies more Thiamin than 1 large filet of codfish steak.



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An important nutrient for a cat's growth is Protein. Each 8-oz. can of Puss 'n Boots supplies more Protein for growth processes than 3 slices of beef liver.



### SILKY FUR +

Silky fur and healthy skin usually belong to the cat that's getting a good supply of Riboflavin. An 8-oz. can of Puss 'n Boots supplies more Riboflavin than a full cup of hamburger.







IN "LOHENGRIN" SHE WEARS BRAIDS LIKE A COLLAR

## OPERA'S LONGHAIR

**Blanche Thebom of the Met has prettiest locks in show business**

One of the hits of this year's Metropolitan Opera season is a 33-year-old former Ohio secretary, Blanche Thebom, whose bountiful esthetic attractions are a lovely voice, striking good looks, a well-proportioned figure and the most beautiful tresses in show business. Miss Thebom has been an eye-catcher ever since she first stepped on the Met stage six years ago. But this year her rich, strong mezzo-soprano voice has blossomed forth in artistic maturity, and in such seductive roles as Delilah and Venus she has convinced critics as well as audiences. Admirers have besieged her for locks of her long dark brown hair, which she hasn't cut in 11 years. She plans to let it grow until it reaches the tips of her toes. Although Miss Thebom is 5 feet 7 inches tall, some strands of her tresses are now 5 feet 3 inches long and sometimes get in the way. Once the leading man in *Mignon* knelt on the hair and pinned her to the floor. But generally she uses her locks to artistic advantage by braiding them, rolling them into buns, weaving them with flowers and jewels, and she is the only singer in the history of the Met who has never had to use a wig.

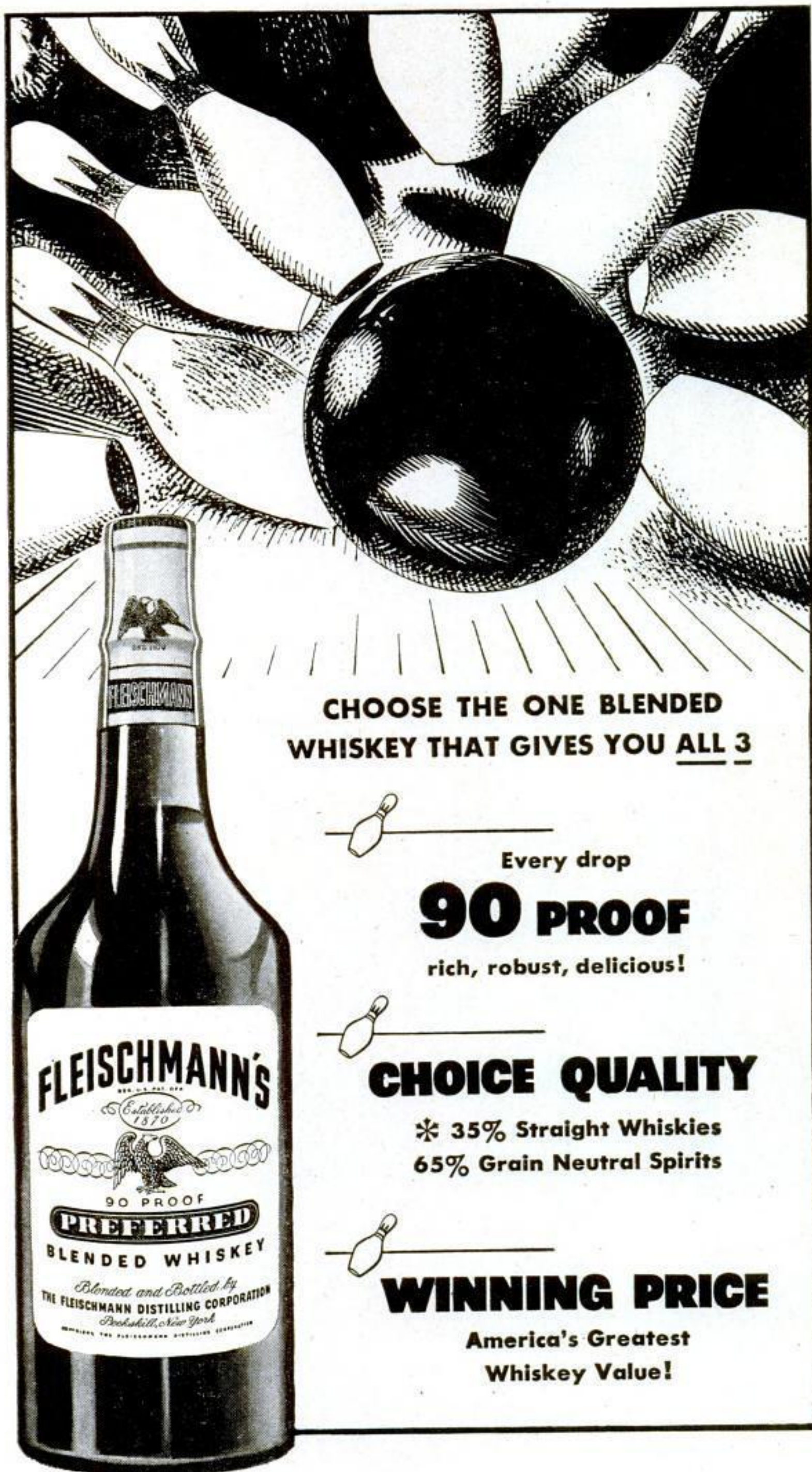


**LYING VENUSLIKE** on a white goatskin rug. Miss Thebom lets her hair fan out to full length. She washes

it once a week, using a pint of shampoo each time. Washing takes only 15 minutes but drying requires an hour.



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WHISKEY THAT GIVES YOU ALL 3

Every drop  
**90 PROOF**  
rich, robust, delicious!

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Opera's Longhair CONTINUED



**COMBING OUT HAIR** helps dry it, Miss Thebom finds. She has trouble combing hair in Pullman berths and has to climb into the aisles to maneuver.





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# Feel like a million!

Why accept less when you can be sure of complete comfort with Jockey Underwear! It fits snug as your skin, moves as you move, gives you positive masculine support. Look for the mark, "Y-FRONT," on the garment—it's your assurance that you're getting the famous Coopers product... and one of many reasons why Jockey gives you a real lift. See your dealer soon—be "Hip-Taped" for perfect fit—then feel like a million in Jockey brand Underwear! Jockey Contoured Shirts to match.

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**Blatz is Milwaukee's  
Finest Beer!"**

says *Victor McLaglen*

Famous Movie Star, owner of McLaglen Purebred Jersey Farms, Clovis, Cal.

"I've traveled all over the world," says Mr. McLaglen, "and nowhere else do they brew beer of Milwaukee quality. And, of all Milwaukee beers, none equals Blatz. It's Milwaukee's *finest*. I lived there and I ought to know." Yes! Official figures prove that Blatz is the largest-selling beer in Milwaukee and in all Wisconsin, too.

Try Blatz Beer, today.



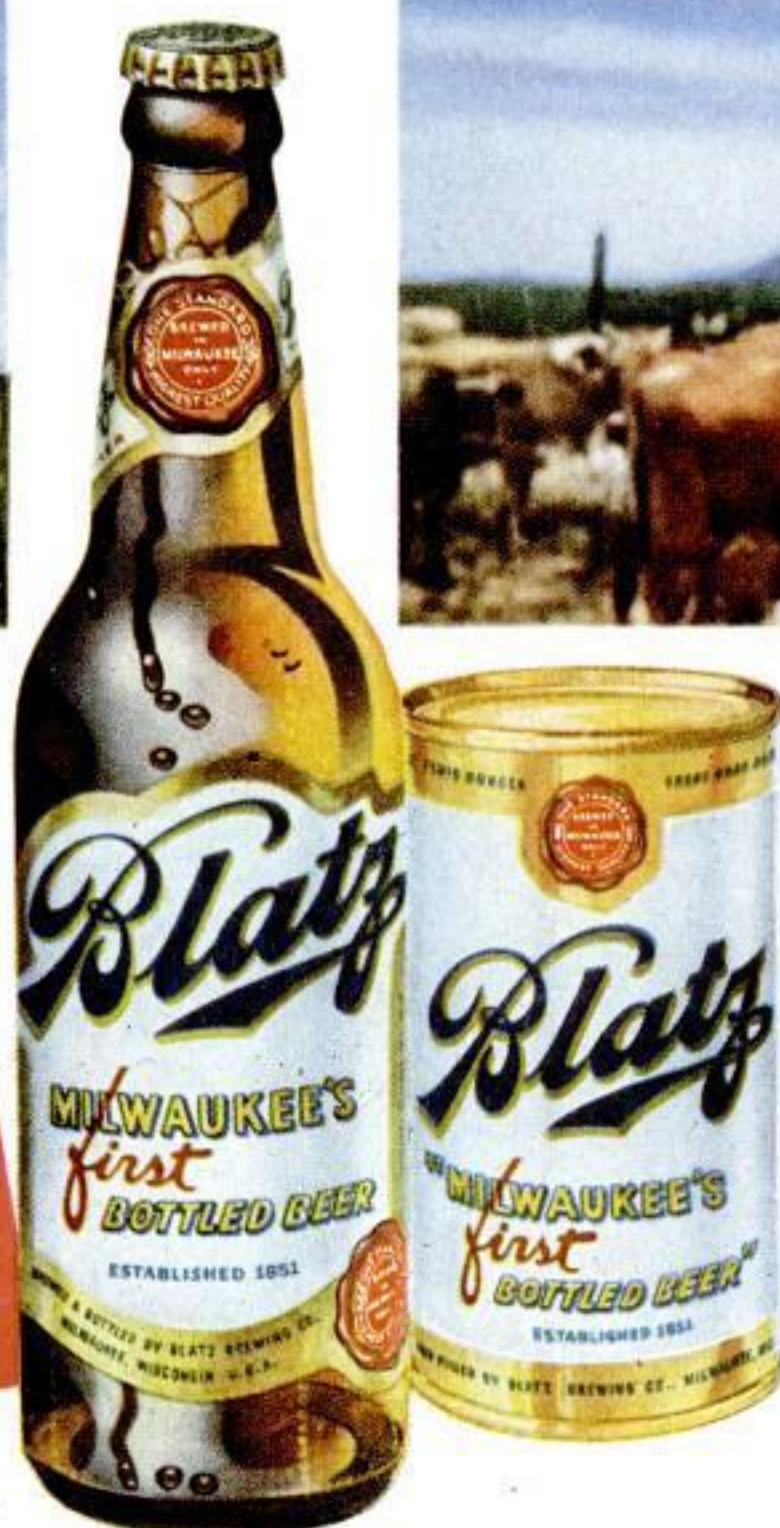
"Hollywood is a long way from Milwaukee," says Mr. McLaglen, "but distance has not diminished nor time dimmed my delight in my first bottle of *fine* Blatz Beer!"



"Here, in California, Blatz is still my favorite beer and I always see to it that there's plenty of 'Milwaukee's finest' cooling for myself and friends."



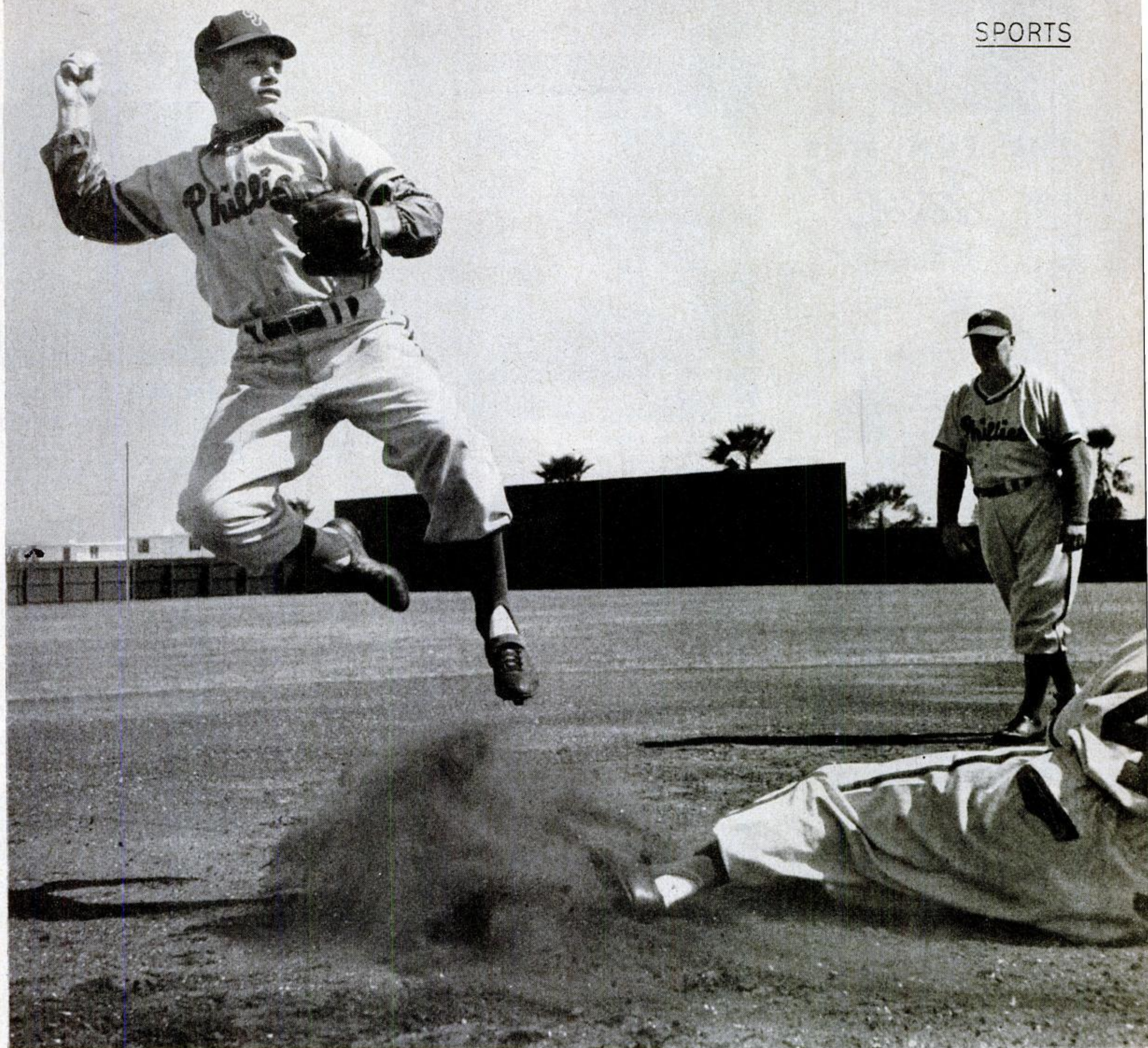
TUNE IN  
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AS HE THROWS TO FIRST BASE TO COMPLETE A DOUBLE PLAY, MIKE GOLIAT PIVOTS HIGH IN THE AIR TO AVOID BEING UPSET BY SLIDING BASE RUNNER

## THE BIG LEAGUES' YOUNGEST TEAM

**The once humble Phillies are counting on rookie talent and an ex-biology teacher to bring them a pennant**

The agile young man leaping into space in the picture above is a Philadelphia second baseman named Mike Goliat. The fact that Goliat is off balance in this pivot is quite insignificant. Far more important is the fact that in his youthful eagerness to learn, Goliat is willing to give it the big try over and over again.

Goliat represents a calculated risk that is being taken by Eddie Sawyer, the Phillies' manager, and Robert Carpenter, the club's wealthy young owner. Instead of paying big money for baseball veterans they decided to launch a slower but more satisfying program of building from the bottom up. As a result, after seven years, the Phillies are

the youngest club in big-league baseball; Sawyer can field a lineup averaging 23.9 years. Last week at Clearwater, Fla., Sawyer was trying to harness all this youthful energy to make a smooth-working unit. If he does, the "Futile Phillies" might win their first National League pennant in 35 years.

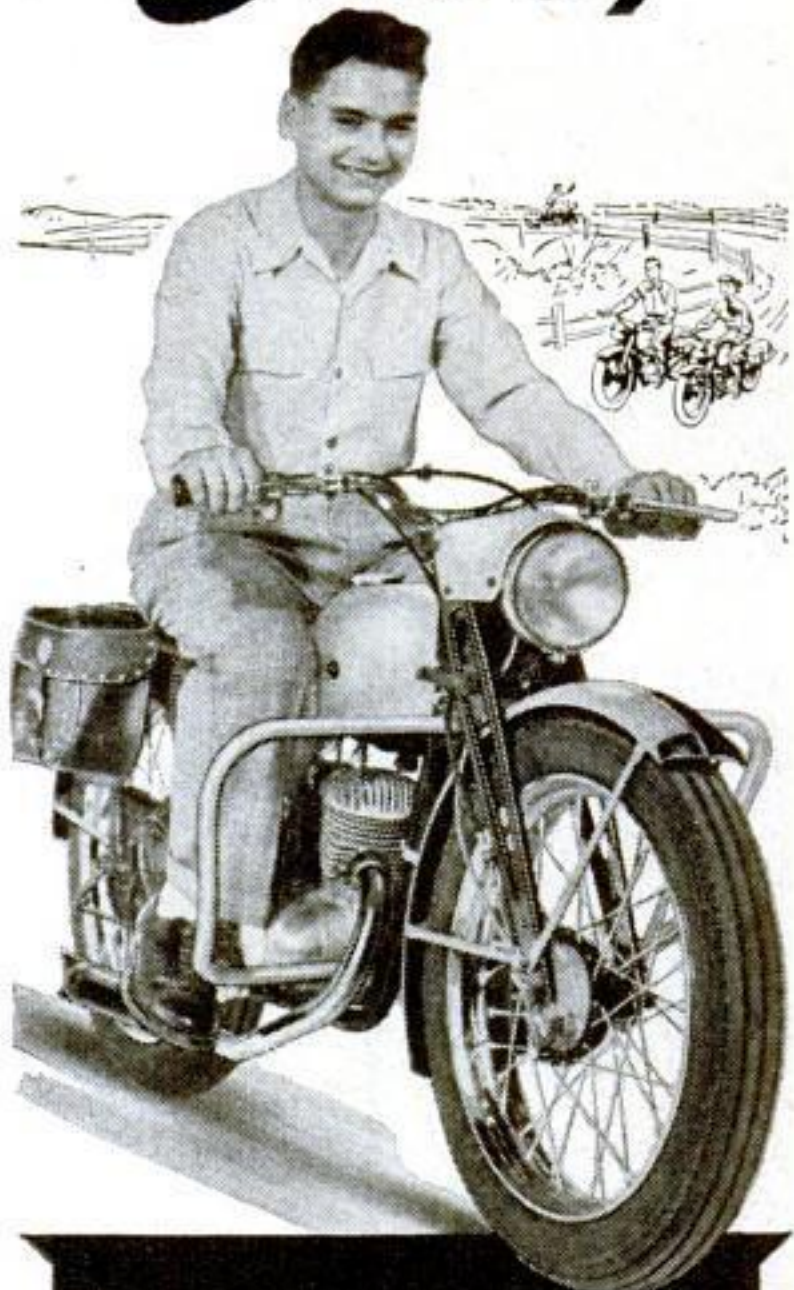
This program has, of course, brought Sawyer some headaches that are a lot more severe than any he would have with older players. In a sense he has to nurse his team as well as coach it. Third Baseman Willie Jones is the worrying type, and Sawyer has to keep bolstering his ego to get the best out of him. Outfielder Richie Ashburn didn't hustle enough until Sawyer let him stew on the bench during the

season's first exhibition game. Pitcher Russ Meyer is a madcap whose antics become dizzier if he is encouraged with attention. So when Meyer starts acting up, Sawyer gives him the silent treatment.

Sometimes, when Sawyer's kids throw to the wrong base or fall completely apart as they did last week when the Yankees beat them by a score of 23-6, Sawyer begins to wonder why he ever gave up that pleasant job teaching biology back at Ithaca College. Then along comes an exhibition game when an eager Philly gets all his young muscle into a long, scorching swat and runs the bases like a frightened rabbit. That is when Sawyer is convinced that the program will be worth it after all.



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POWER RIDING FOR EVERYONE!

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Send colorful folder and full information about the low-cost Harley-Davidson 125.

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**DEALERS:** Valuable franchises available for the full line of famous Big Twins and the 125 Model. Write today.

## Youngest Ball Club CONTINUED



**STRATEGY BOARD** meets daily to discuss club's progress. At this meeting Manager Sawyer (right) and Owner Carpenter go over the list of pitchers to decide which will be kept, which will be sent back to minors for more seasoning.

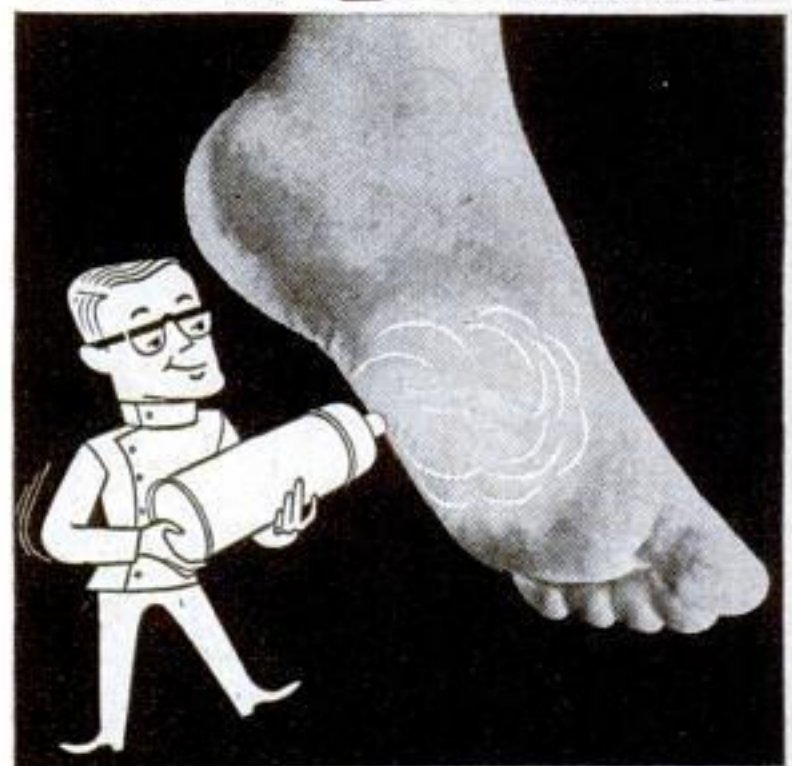
## YOUTH, BRAINS AND \$40 MILLION

As a long-term investment Robert Ruliph Morgan Carpenter Jr. doesn't see how he can go wrong on his kid players, but it is more a matter of pride than profit. He is worth \$40 million and cheerfully admits he never earned a penny of it. Since his football-playing days at Duke University there have always been more important things in life for him than business and finance. The idea of working for Du Pont, where his father and uncle ran things, was particularly distasteful. Instead Bob Carpenter bought a piece of several second-rate prize fighters. He promoted boxing bouts in Wilmington, bred fighting chickens, rounded up football talent for his adopted college, the University of Delaware. Seven years ago his father bought the derelict Phillies and put his son in charge. Bob quickly made the decision not to start throwing money around for ready-made stars and stuck to it. Another millionaire, Tom Yawkey of the Red Sox, had tried to buy a pennant that way and failed. Carpenter hired Herb Pennock, one-time Yankee pitching star, to direct his youth movement, bought farm clubs and filled them with his young talent. Two years ago, with the kids muscling into the Philly lineup, Carpenter brought Sawyer up from his Toronto farm club to manage them. Now they were ready to go places. Carpenter is doing a lot for organized baseball, but he is also having a lot of fun doing it. He says, "With these kids around, I'll live to be 100 years old."



**SELECTION OF ROOMMATES** whose companionship off the field complements their playing is a vital part of Sawyer's job. Above, Shortstop Hamner, 22, and Second Baseman Goliat discuss favorite topic: the double play.

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better...longer!

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CONTINUED ON PAGE 124



De Luxe:  
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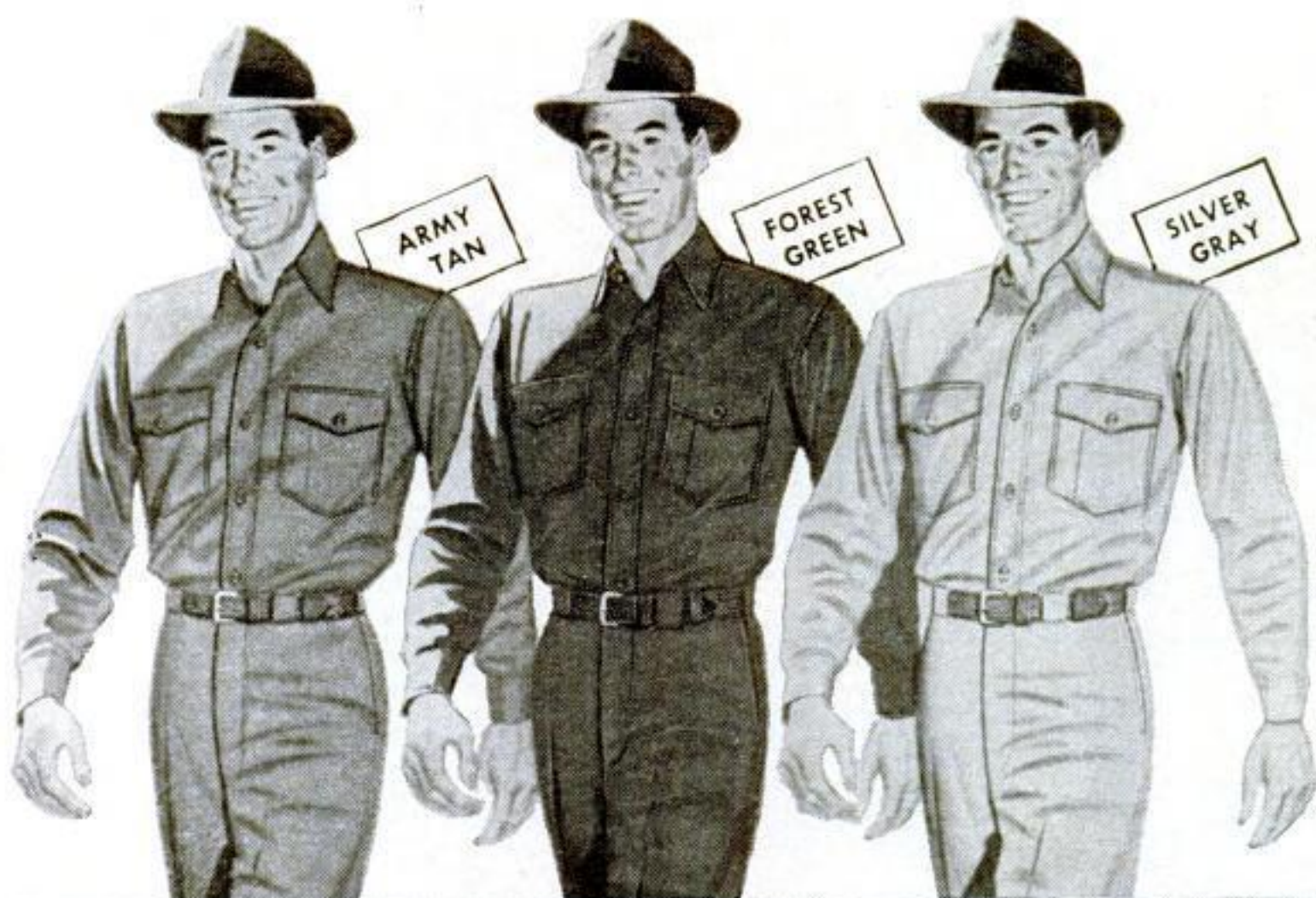
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*Walker's De Luxe is a straight Bourbon whiskey,  
elegant in taste, uncommonly good—a Hiram Walker whiskey.*

*Hiram Walker & Sons Inc., Peoria, Ill. 86 Proof.*





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You feel dressed right for the job in Dickie's matched work shirts and pants. Whatever your work, you can get Dickie's in the color that looks best on your job. Dickie's shirts and pants are made from selected Army Twill in Army Tan, Silver Gray and Forest Green colors.

**Wear-N-Forced and Fit Perfected.** Only Dickie's give you so many comfort and service features—such as Sanforized waistband lining, Wear-N-Forced seams, Sanforized pockets and Easy-Alter Outlet. You save money when you buy Dickie's quality.

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Or write for the name of your nearest Dickie's dealer. Address Williamson-Dickie Mfg. Co., 509 W. Vickery, Ft. Worth 1, Texas

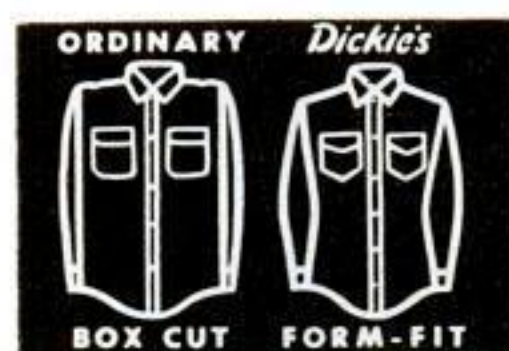


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**BUILT FOR YOUR BUILD**  
Dickie's shirts are made in three sleeve and three tail lengths for every collar size. Dickie's pants are cut on graduated patterns in correct proportions to waist size and leg length. Tall, medium or short you'll find a suit of Dickie's that fits right.



## FIT-PERFECTED

Dickie's shirts are cut with natural fitting 15 degree shoulder slope. Chest is roomy. Waist has smooth wrinkle-free fit.



## FOOT-DEEP POCKETS

Dickie's foot deep pants pockets are of SANFORIZED Boat-sail Drill that never shrinks out of shape.

## Youngest Ball Club CONTINUED



**BONUS PLAYERS** watch as Coach George Earnshaw (left, foreground) shows Pitcher Robin Roberts, 23 (second from right), how to pick a runner off first base. Including Roberts, who won 15 games for the Phillies last year, the six players shown above represent a total gamble by the Phillies of \$190,000.

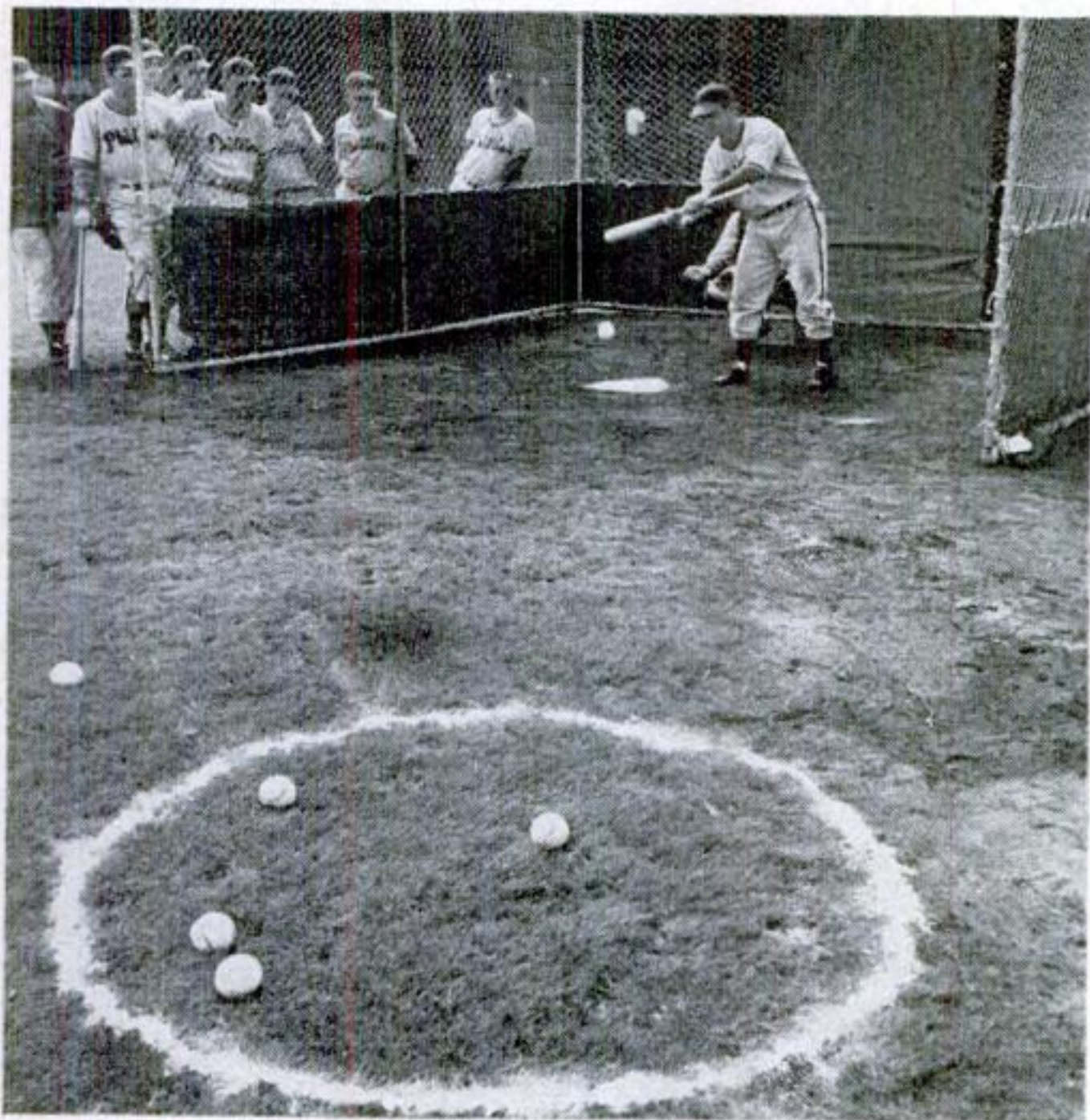


**FINE POINT** in technique on mound is demonstrated by Coach Earnshaw. He is showing Pitcher Buzz Bowers, a rookie fresh from Michigan State College, how to whirl and make a quick throw to base without a balk's being called.





The gamble: a bonus player (i.e., one who is signed with a bonus of more than \$6,000) must be kept on the club's 25-man roster or made available to the other clubs for \$10,000. Even if he is signed by Phillies' farm team, he must be moved up to the parent club within a year, or be subject to draft by another club.



**PRECISION BUNTING** is often the difference between winning and losing a ball game. So Outfielder Stan Hollmig, 24, keeps pushing ball after ball down the third base line. A bunt into the limed circle would probably be a base hit.

CONTINUED ON NEXT PAGE

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PAL—Hollow Ground like a barber's razor



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Fit your injector razor perfectly

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20 for 59¢  
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**SINGLE EDGE** **DOUBLE EDGE**

"ONE, TWO...OLD BLADE TO NEW"

PAL single or double edge in regular packing, 4 for 10¢

If your dealer can't supply you, send us his name and address. Order type blades wanted and enclose payment. We'll reimburse dealer.

Pal takes the "H" out of **HAVING**... and leaves you a **SAVING!**



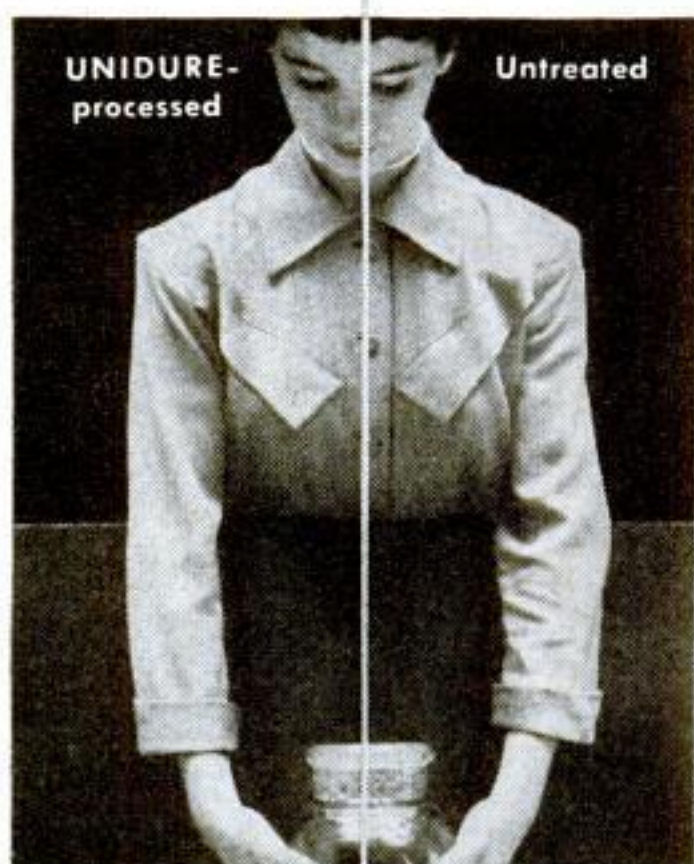
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No more ironing drudgery,  
Mussing hangs out 1-2-3...  
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This test blouse shows the performance difference of a spun rayon fabric with and without UNIDURE-processing for wrinkle-resistance, after two full days' wear, without ironing. Compare the corrugated, untreated sleeve with the crisp freshness of the UNIDURE-processed sleeve. (What's more, this wrinkle-resistance is *permanent*, for the life of the garment—unaffected by dry cleaning.)

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132 Madison Avenue, New York 16, N. Y.  
Lodi, N. J. • Los Angeles, Calif.

## Youngest Ball Club CONTINUED



**BELLY WHOPPER SLIDE** is practiced by fleet Centerfielder Richie Ashburn, 23, who disappears as he lands in sawdust pit. Ashburn, who prefers this unorthodox method, was one of the National League's prize rookies of 1948.



**VETERAN** of the club is First Baseman Eddie Waitkus, who, at 30, is one of the Phillies' oldest men. Fully recovered from the much-publicized gunshot wound he received last summer, Waitkus will help steady the youthful Phillies.

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The way thousands of physicians and dentists recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, it contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physician. If you have never used Anacin, try it yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

for MEN and BOYS

**OTIS**



UNDERWEAR

SPORTSWEAR

HOSIERY



E-Z MILLS, INC. 57 WORTH STREET NEW YORK 13 N. Y.

*"Double Horse"*



Ceramic mirror glaze base, with harmonizing GLASTON shade. Height 28". At leading stores everywhere.

**\$9.95**

Slightly higher west of Rockies

PHIL-MAR Original

For dealer's name write PHIL-MAR, Cleve. 3, Ohio

**TAIL GALS** SEND FOR **FREE SHOE BOOKLET**  
BUY DIRECT! MAIL PENNY POSTAL TODAY FOR OUR NEW FREE 24 PAGE BOOKLET FE  
Stage, Screen Stars, Society buy Shoecraft Tall Gals 5th Ave. Shoes! Famous for Fashion and Fit in sizes to 12; AAAAA to C. Money back guaranteed if returned unworn in 10 days.  
**SHOE CRAFT** 603 FIFTH AVE. NEW YORK 17



*Favorite of the Stars! California Cling Peaches and cottage cheese in a  
slimming,  
nutritious,  
glamorous* **Hollywood Bowl Salad!**



Easy recipe

**Hollywood Bowl Salad**

*Most popular salad in Hollywood studio commissaries and cafes*

Lettuce  
1 pint cottage cheese  
6 canned cling peach halves  
Ripe olives  
Carrot sticks  
Celery sticks

Line 3 individual salad bowls with lettuce. Place mound of cottage cheese in each bowl and top with 2 drained peach halves. Garnish each salad with 3 ripe olives, and a few crisp carrot and celery sticks stuck into cottage cheese. Serve with or without dressing. Delicious with Ry-Krisp. Serves 3.

Prettiest peaches you ever served! And by far the *finest* peaches ever grown in the warm sunny valleys of California. Notice their full, generous size; their deep golden color; their tender texture. And just *taste* them! Plenty of luscious, honest-to-goodness peach flavor in these sweet, sun-ripened beauties. Spoon them right from the can for the easiest and thriftiest dessert on record. And for salads, pies, cakes, hundreds of other wonderful uses, California cling peaches are the favorite canned fruit of good cooks everywhere. Check this, too: the price is the lowest in years! One of today's best food buys. Keep plenty handy.



*Lower Prices—Finer Quality this Year*

**Canned Cling Peaches from California**



Easy recipe

**Encore Salad with Cream Cheese**

*They call for it again and again!*

1 No. 2½ can sliced cling peaches  
1 3-oz. package cream cheese  
1 tablespoon orange juice  
½ teaspoon grated orange rind  
1 teaspoon sugar

Lettuce

Drain peaches. Soften cheese at room temperature with a fork and gradually blend in orange juice, sugar and orange rind. Whip until fluffy. Arrange peach slices, sunburst fashion, on garnished salad plates; center with cream cheese. Top each salad with a cherry if desired.

Cling Peach Advisory Board



Many dairies throughout America are featuring these attractive new MUNISING WARE wooden salad bowls as a special offer in combination with cottage cheese and California canned cling peaches. Watch local newspapers for details.





Imagine re-doing your **BEDROOM** for less than \$50!

"From my bright new Bird Armorldite Rug to my crisp yellow organdy curtains, I spent less than \$50!"\*

And all dreaming aside, the same thing can be yours by doing the redecorating yourself!

THE starting place, professional decorators say, is the floor . . . and a BIRD ARMORLDITE Rug is the best beginning you can make! The resilient enamel surface of BIRD ARMORLDITE is made with special resins . . . tough, wear-resistant and easy to keep clean and glossy with mild soap and water! Soft, rich colors; gay, sparkling designs — you'll find them all in BIRD ARMORLDITE's many patterns and styles. Bird quality is dependable, too . . . they have made the best in floor coverings for many, many years, and other fine products since 1795!

So . . . start off *right* with a BIRD ARMORLDITE Rug! Try these pictured ideas, too — and add to them as you go along. Before you know it you'll have a bedroom right out of your dreams . . . at a price that won't haunt you!



Pattern #6364



Dramatize the contrasting colors from your Bird Armorldite Rug with yellow organdy curtains and green burlap drapes.



Cover chair seats with durable plastic to match the yellow flowers in your Bird Rug.



Using the colors in your Bird Rug, cover an old screen with burlap, sew on loops, and hang family pictures lavishly.

Practice redecorating every room . . . colors, drapes, everything . . . right in Bird's "Color Schemer" — just 10c. Write to the address below, or see your nearest Bird dealer. Ask to see his wide selection of BIRD ARMORLDITE patterns while you're there.

- \*2 pair organdy curtains, about . . . \$4.00
- 6 yards burlap, about . . . \$5.00
- 1 pint enamel paint, about . . . \$1.00
- 1 gallon wall paint, about . . . \$5.00
- 2 yards plastic, about . . . \$8.00

. . . add the cost of your BIRD ARMORLDITE Rug (from \$5.95 to \$14.95, depending on size and geographical area) . . . you're still under \$50!



**BIRD**

Armorldite and Linoleum

FLOOR COVERINGS

EAST WAUPOLE, MASSACHUSETTS

Also Manufacturers of Famous Bird Master-Bilt Shingles and Insulated Sidings





**Newest Miracle Drug for Colds**

Result of years of Medical Research, the New Miracle Drug,  
is helping Families Everywhere to say Goodbye to the Common Cold

Winning the "Cold" War

New  
Miracle Drug  
**STOPS**  
Cold Symptoms  
in a  
**SINGLE DAY!**

Check COLD  
SYMPTOMS  
**FAST!**

**FREES YOU from**  
funny nose, sniffles of colds  
**20 TO 40 MINUTES!**

After centuries of struggle...medical science can  
**STOP**  
**COLDS**  
with revolutionary new Drug **Discovery!**

**LOCK THAT COLD**  
WITH NEW WONDER DRUG  
**ANTIHISTAMINE**

**STOP COLDS!**

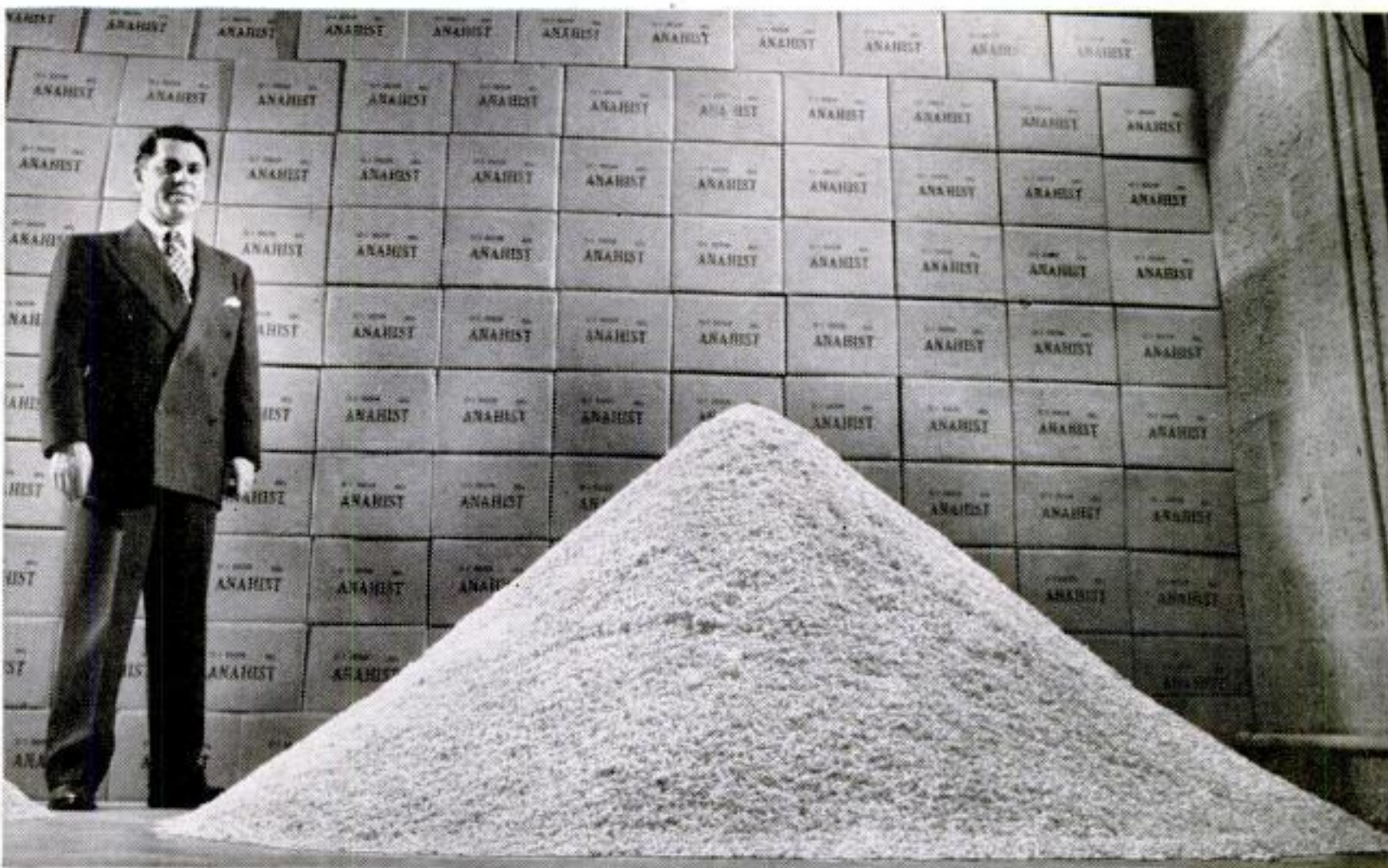
**Sensational New Discovery**  
**KILLS COLDS IN HOURS!**

**NOW~ Say Goodbye to**  
**the COMMON COLD!**

"... the beginning of a great step ahead in the comfort of mankind,  
You don't have to have a cold!  
"... a safe, yet effective antihistaminic drug,

# ANTIHISTAMINES

They relieve symptoms but do not cure colds



OFFICIAL OF ANAHIST CO. STANDS BESIDE DAY'S OUTPUT: 9 MILLION PILLS

The health-conscious people of the U.S. are undoubtedly the world's biggest potential market for over-the-counter drugs. They have 400 million colds a year. They have an abiding faith in pharmaceuticals. They are both able and eager to buy and try out new medications. This mild form of national hypochondria has long supported a brisk, \$100-million-a-year business in indirect and unassuming cold remedies. But the full pulling power of a new discovery in the field, backed by an all-out selling campaign, had never been tested. Then, five months ago, the first of the now commonplace antihistamine pills appeared on druggists' counters. Within four weeks about a million dollars' worth had been sold at an average of 40¢ a package. A month later sales were reported to have reached the \$5 million mark. Supported by advertising, in which claims ranged from optimism to exaggeration, the new cold pills for a time outsold such best-sellers as aspirin and the fastest-moving brand of razor blade. By last week more than 40 wholesale drug houses had climbed on the band wagon with their own brands of antihistamine.

The antihistamine drugs are not new in medicine. Their value in the treatment of allergies has been

known for more than eight years. But it was not until two and a half years ago that their effect on cold symptoms was first reported. This discovery interested the big drug companies, which soon set out to test the chemicals for safety and for effectiveness. Within a few months they had proved that, despite some annoying side effects (drowsiness, dizziness, headaches, etc.) the antihistamines were relatively harmless in small quantities. Once this was established, the U.S. Food and Drug Administration stood ready to approve the sale of properly labeled antihistamine drugs made up in safe, small doses, and the race for the big money was on.

The new cold pills have now been on the market long enough so that their over-all effects, both good and bad (*next page*), can be described. They have proved useful in treating the symptoms of nasal allergies (often mistaken for colds) and possibly of true infectious head colds. Doctors prescribe them widely. Yet from the medical point of view there is reason for concern about the present antihistamine boom: for, if people swallow some of the misleading advertising as readily as they are swallowing the pills, they may use the drug without caution and thereby do themselves far more harm than good.

CONTINUED ON NEXT PAGE

NEW MIRACLE DRUG  
GIVES YOU A 90%  
CHANCE TO  
**STOP**  
**COLDS**  
**1ST DAY!**

What about the new...  
**Cold "Cures"?**  
Will the New Anti-histamines "Cure" Your Cold?  
Do They Relieve the Pain and Misery of Colds?  
Do They Cause a Dull, Sleepy Feeling?  
Are All Anti-histamines Alike?

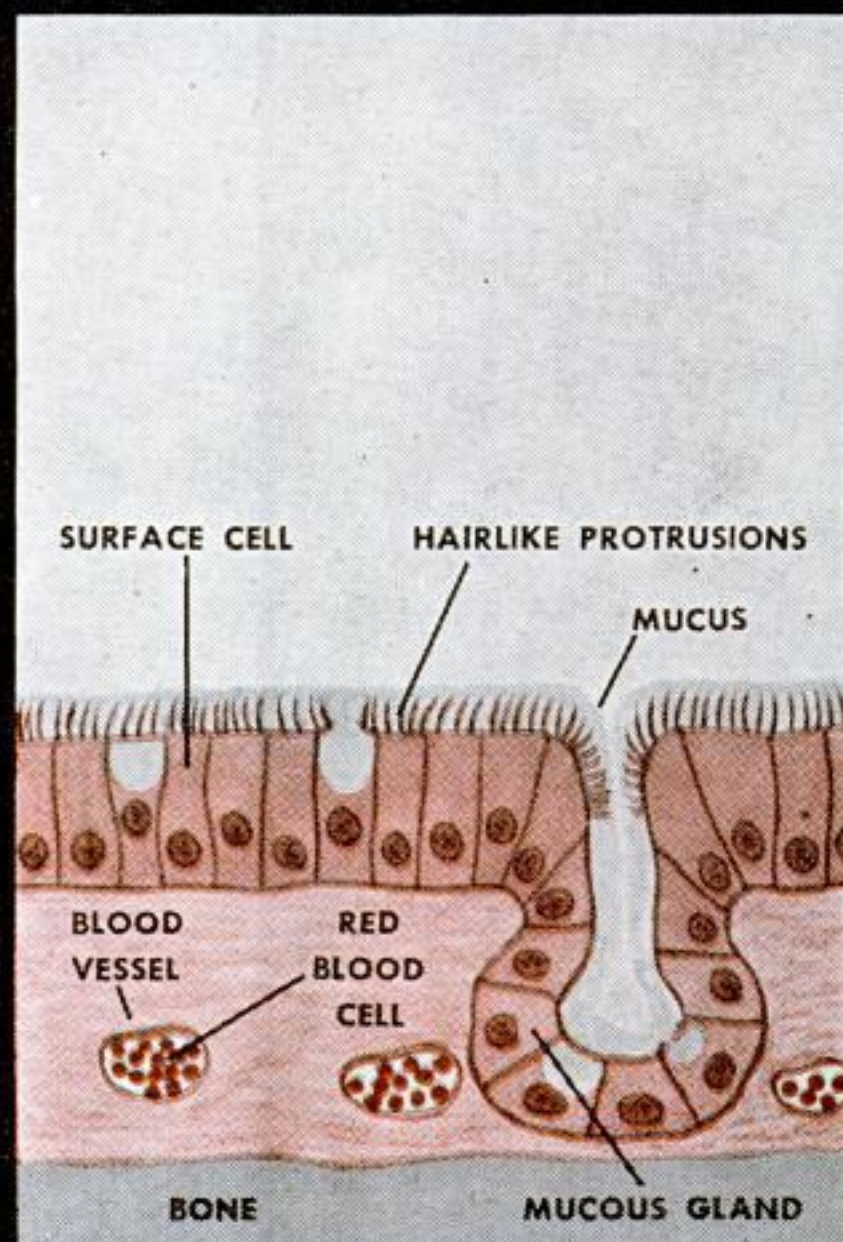
**STOP**  
**COLDS!**

"Here's the best Health News  
of the Year!"

**KILLS**  
**COLDS**  
**IN ONE**  
**DAY!\***



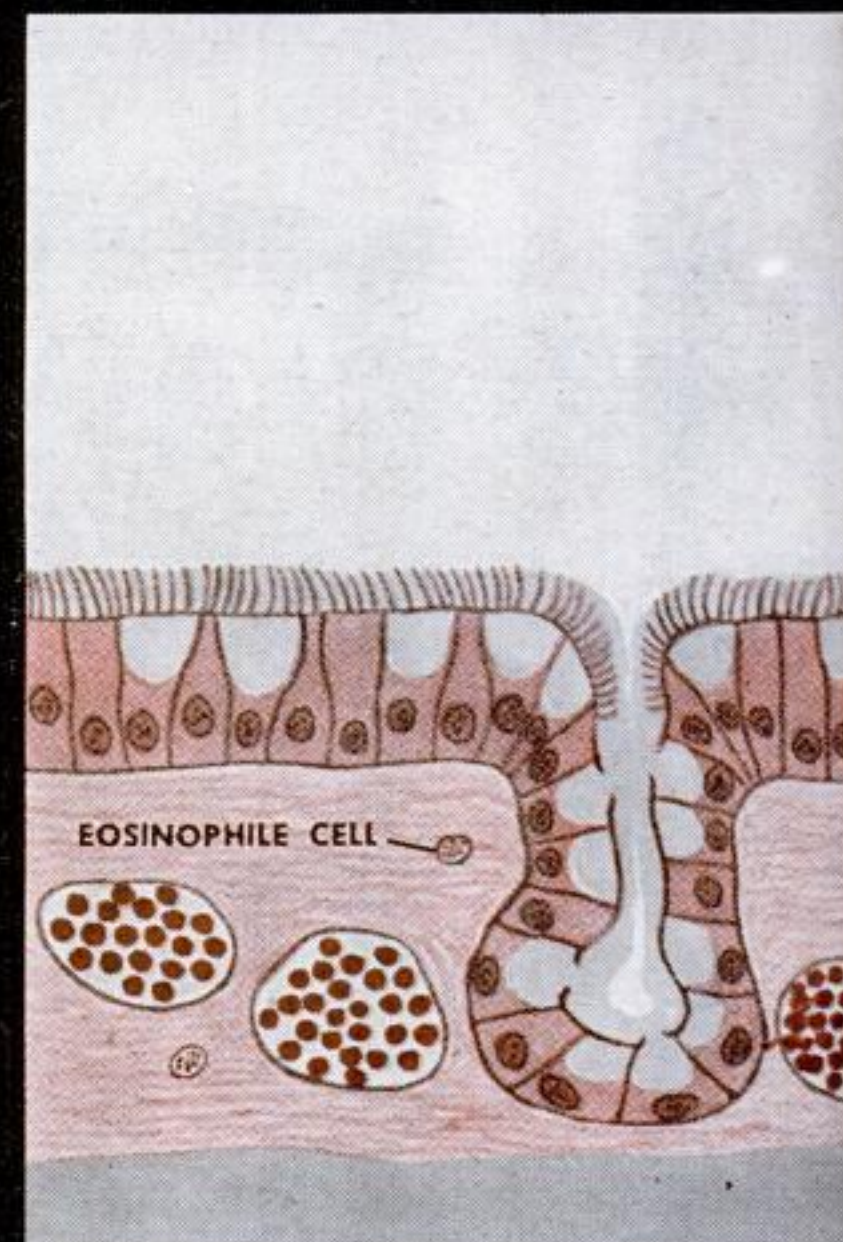
## NORMAL



INNER SURFACE of nose (*right*) is lined with two layers of tissue, shown in drawing of microscopic cross section. Upper layer is covered with mucus which traps tiny particles and moistens passing air. Lower layer has rich blood supply to warm the air.



## ALLERGY: Early Stage



ENLARGED BLOOD VESSELS produce swelling and reddening of tissues in response to irritating substances like pollen. Eosinophiles are blood cells which generally appear at site of an allergic reaction. Their function has not yet been discovered.

# ALLERGIES AND COLDS DIFFER IN BOTH CAUSES AND EFFECTS

## THE EFFECTS OF ANTIHISTAMINES

### THEY DO NOT:

Cure Allergies, Colds or any Infectious Diseases.

### THEY DO:

**USUALLY** Relieve the symptoms of Hayfever and Hives.

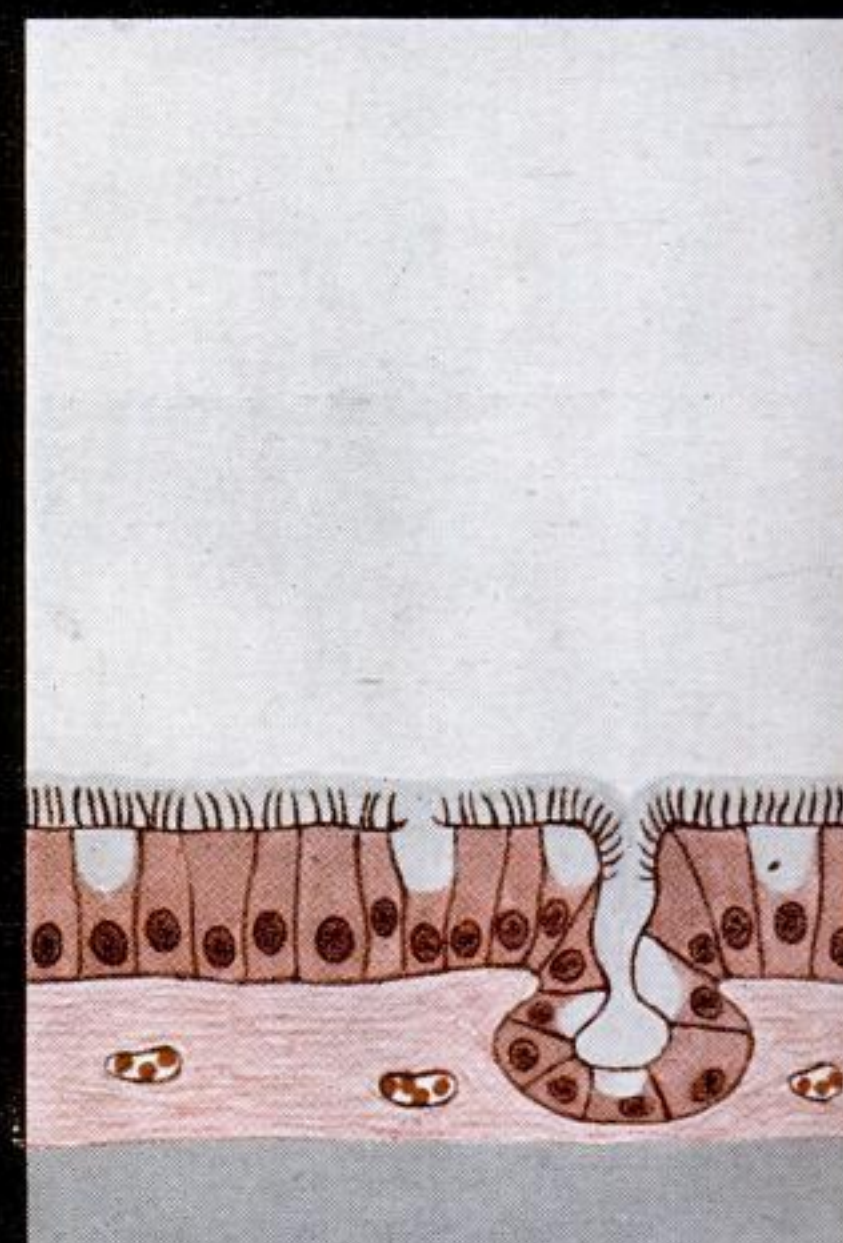
**OFTEN** Stop or Reduce Running Nose, Sneezing, Throat Tickle.  
Reduce Swelling of nasal tissues.  
Cause Drowsiness, Dizziness.

**SOMETIMES** Have No Effect on Colds and Allergies.  
Relieve allergic Asthma, Eczema, Migraine.  
Cause serious Poisoning in large dosage, Allergic Reactions, temporary Incoordination, Insomnia, Palpitations, Headache, Nausea, Irritability, added Sneezing, Throat Tickle.  
They May Prolong An Infectious Cold.

A cold, to the man who has one, is simply a combination of unpleasant symptoms of which the most bothersome is a congested and runny nose. To a doctor these symptoms do not automatically spell cold: they may mark the onset of some other infectious disease or of an allergic reaction. Congestion of the nose and the rapid flow of fluid are natural protective devices probably intended to keep out or wash away any harmful agent. Both of these defensive reactions occur whenever the nose is irritated, regardless of whether the cause of irritation is a chemically caused allergic condition (drawings, *top right*) or a germ-caused infectious cold (*bottom right*).

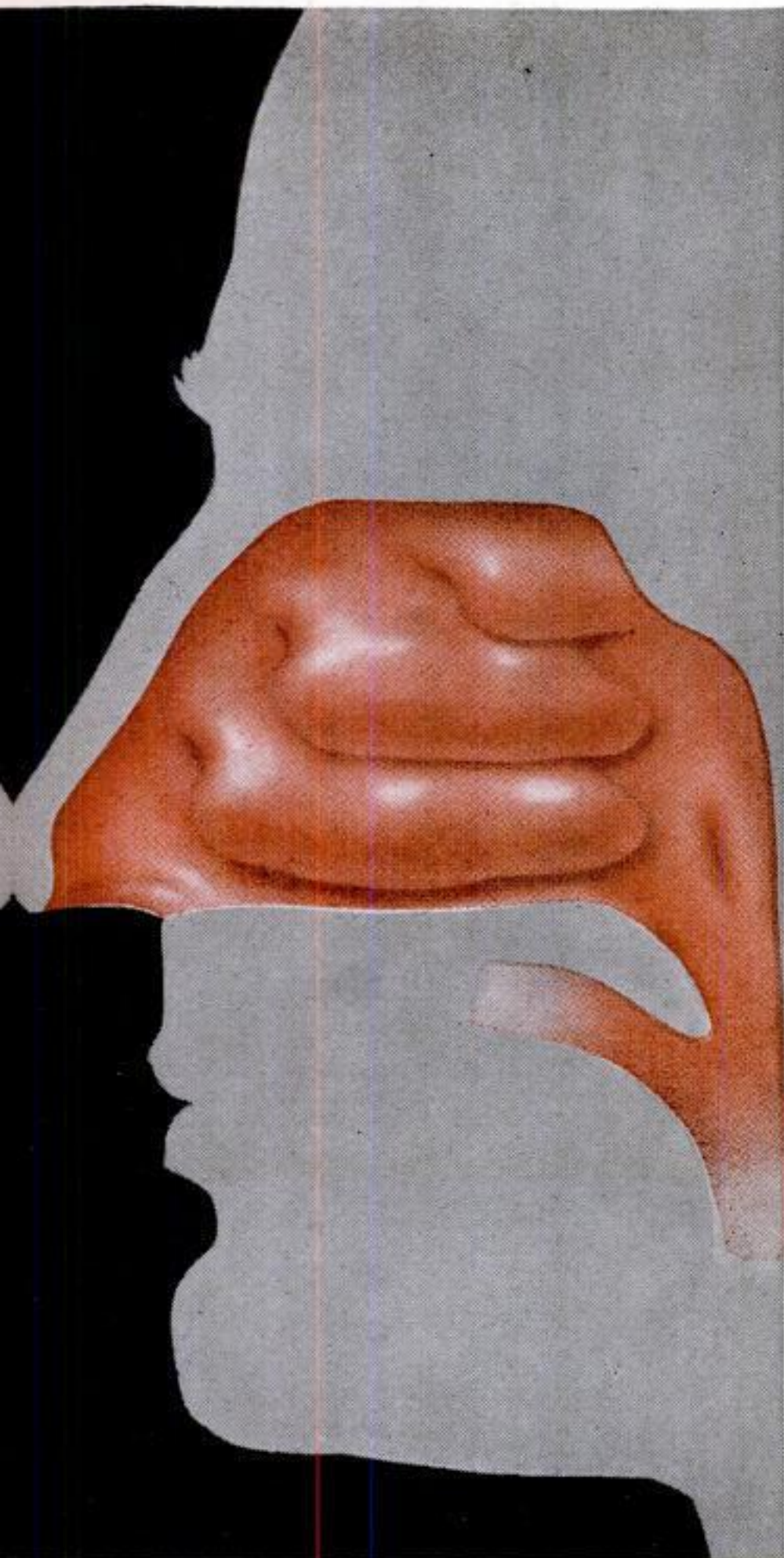
This superficial similarity between the infectious cold and the common allergic inflammation of the nose is responsible for most of the present disagreement about the value of antihistamines. For it raises the question of whether the many "cold" victims who have obtained relief with these drugs actually had true colds at all. Theirs may have been among the one half to two thirds of all so-called colds which are really allergic or other noninfectious conditions. In the case of allergy, antihistamines are thought to reduce nasal congestion by shrinking the blood vessels leading into the nasal tissues and reducing the heavy flow of blood. It is possible that the drugs may have a similar effect on the congestion of an infectious cold. In either case, however, the net effect is at best a temporary though welcome reduction of disagreeable symptoms and not in any sense a cure involving the elimination of their original cause.

## INFECTION: Early Stage

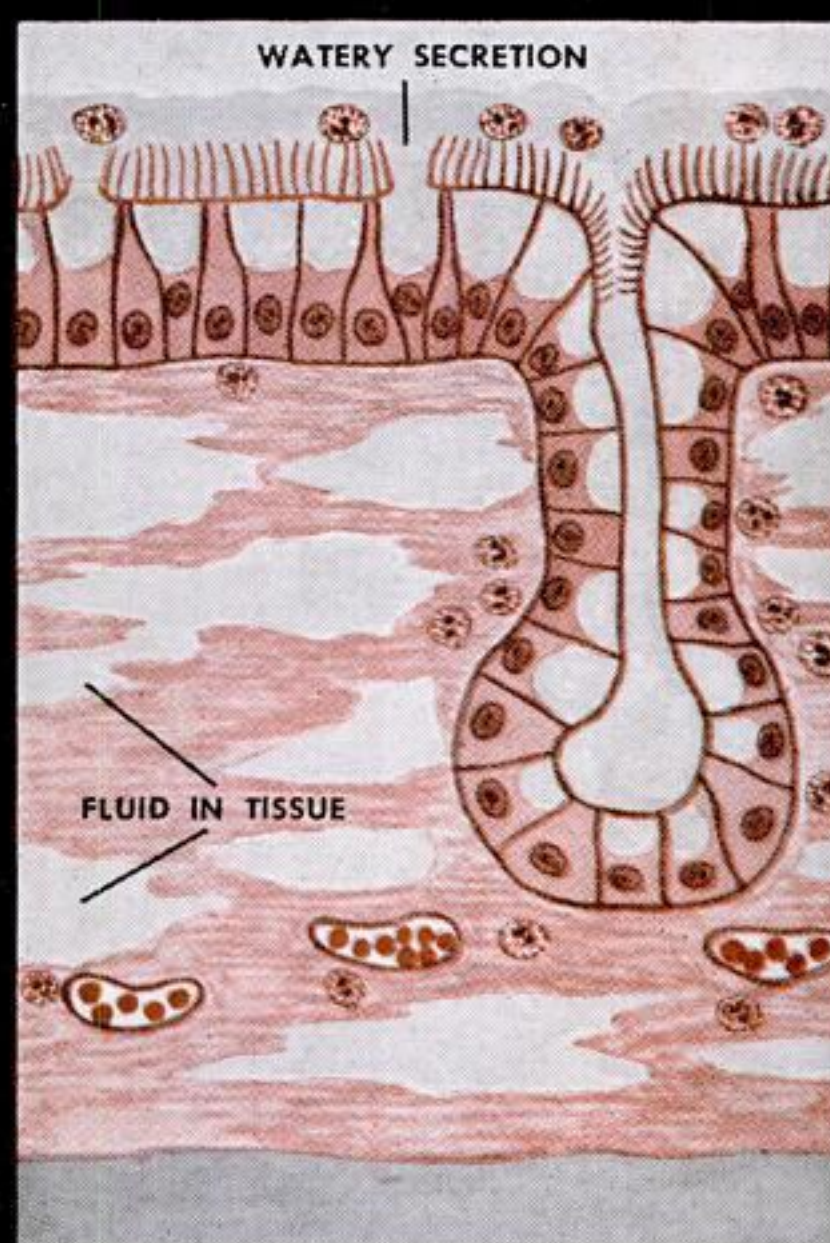


CONTRACTION OF TISSUE, causing paleness, is probably quick defense mechanism against germ invasion. This condition lasts only a few minutes, is followed by a stage resembling early allergy. This makes diagnosis difficult at onset of cold.

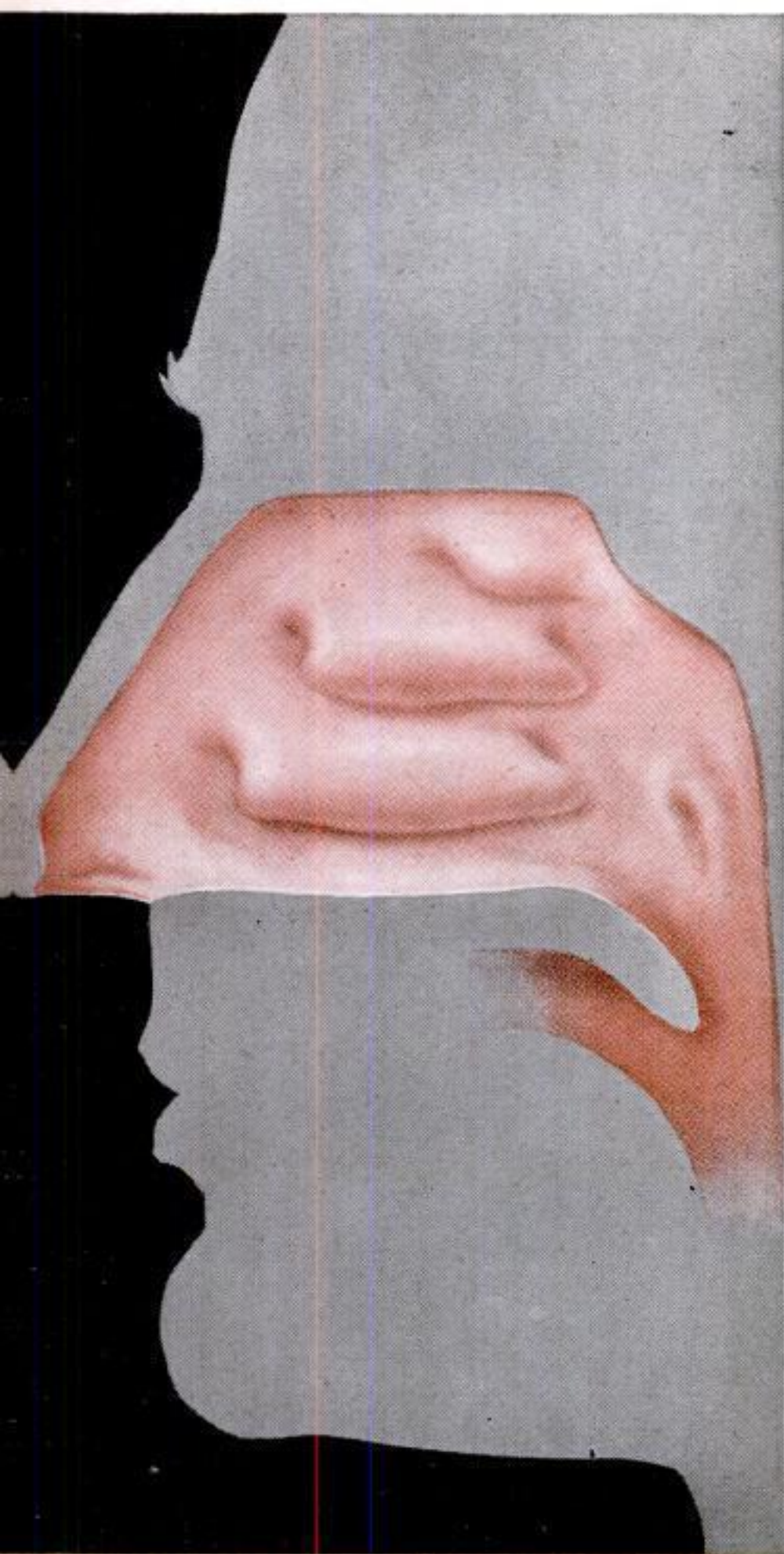
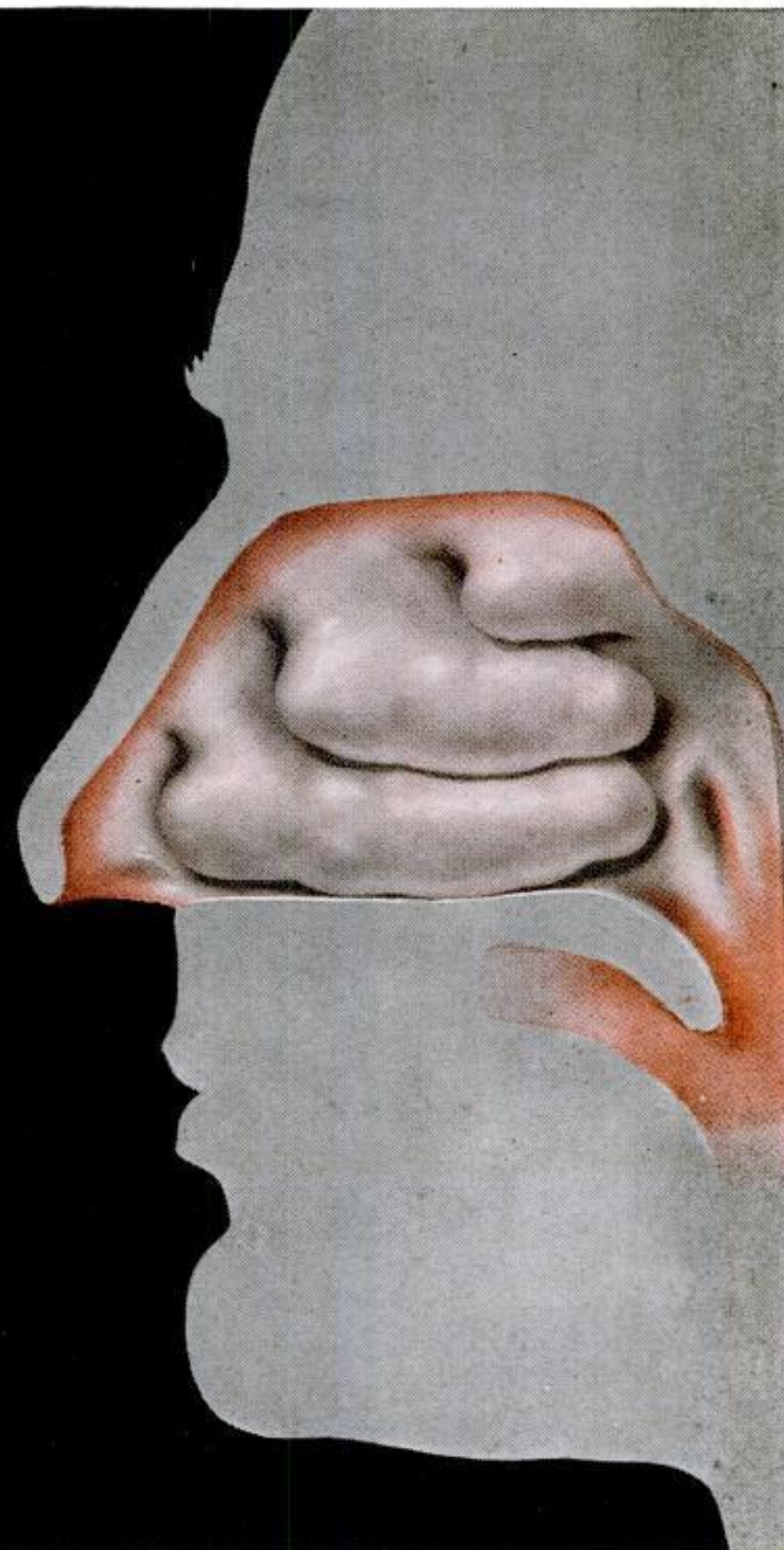




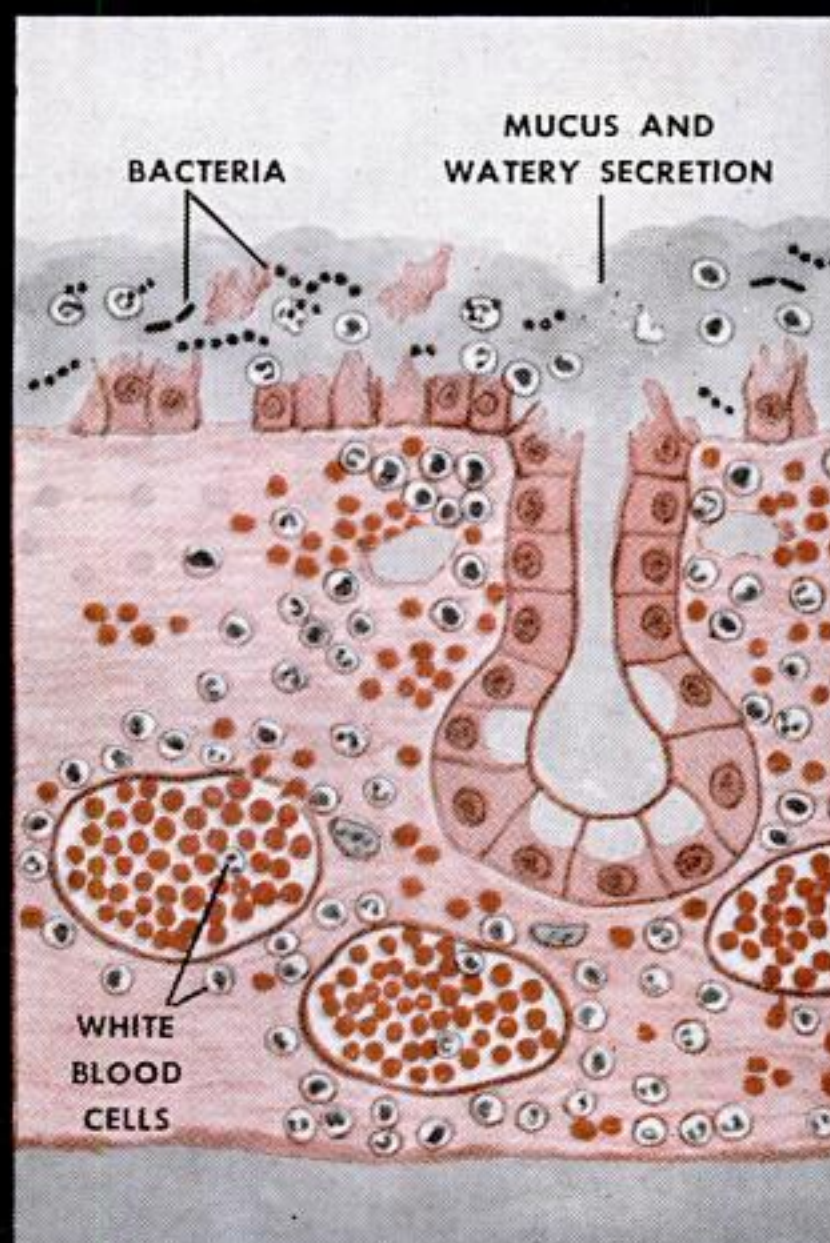
## ALLERGY: Late Stage



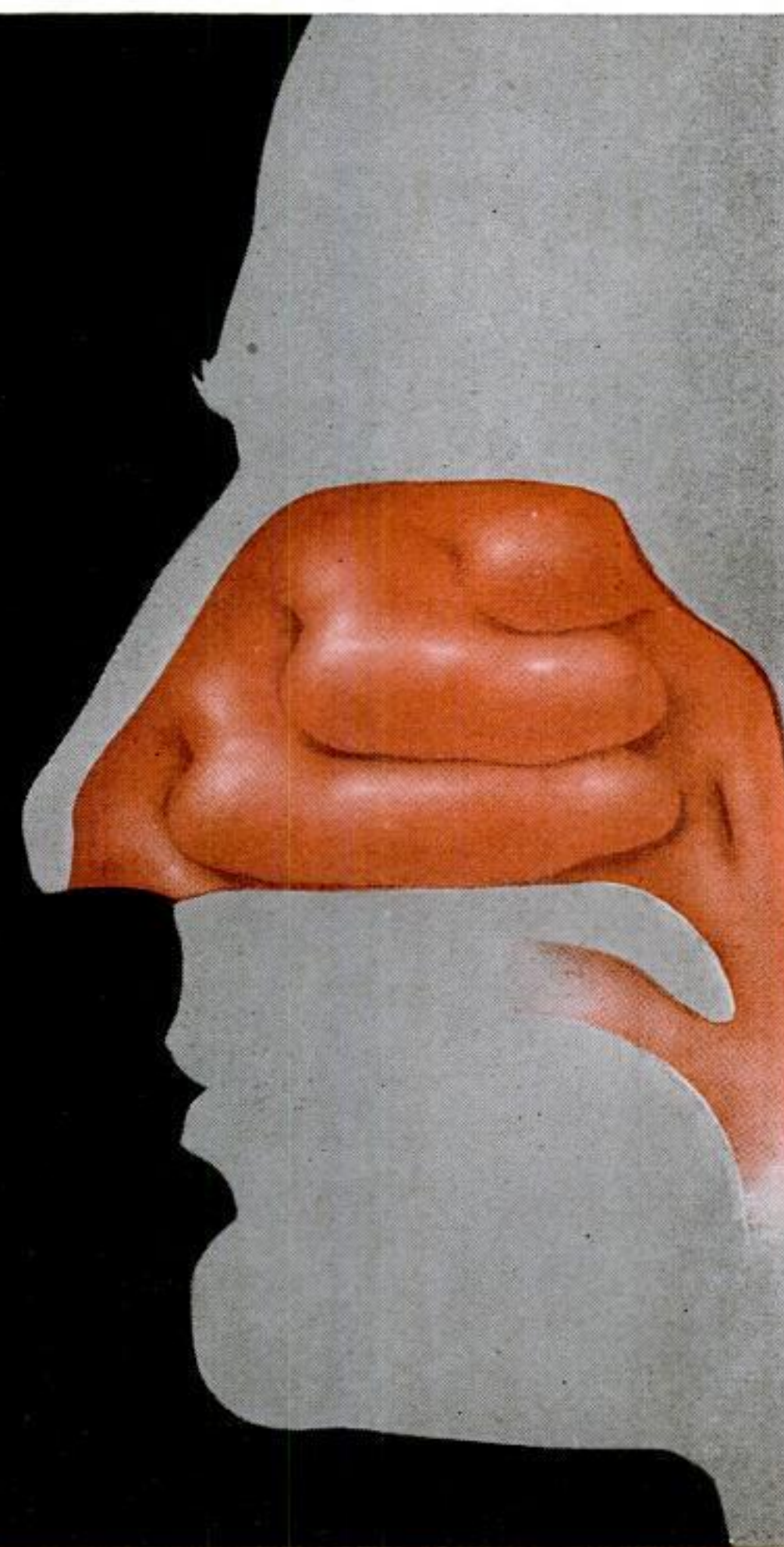
**EXTREME SWELLING** is result of prolonged allergic reaction. Blood supply to nose is greatly increased. Fluid fills nasal tissues, causing congestion. Swelling compresses small blood vessels, slowing surface circulation and giving tissues gray color.



## INFECTION: Late Stage



**DESTRUCTION** of surface cells along with great swelling results from cold infection. White cells arrive in large numbers to combat germs. Blood vessels are not compressed as in allergic state (*top drawing*); fluid can escape through broken surface.





**WANTED**  
*Shoes that really fit*

● You're just the man we're looking for.  
*The man with hard-to-fit feet.*

● These famous Walk-Over BROADWAYS come in 190 sizes. Imagine!

Sizes 4 to 15. AAAA to EEEE. Snug fit around your ankle and heel.  
Tan or black. \$14.95




**Walk-Over**

Walk-Over prices from \$12.95 (Higher West).  
Geo. E. Keith Company,  
Brockton 63, Mass.

NEXT ONE MUSSING MY PHOTOS GETS PLUGGED!

LET ME CORNER 'EM. I PROTECT WHAT YOU COLLECT



**QUICK...NEAT...SECURE**

Three sizes, 12 colors. For snapshots, cards and other keepsakes.

**NUACE**  
ACE ART COMPANY  
READING, MASS.

10¢ A PKG.

**Middishade**

moth-proofed



RECORDED & GUARANTEED

**SUITS**

Buy a Middi-Gab ... finest all-wool worsted gabardine

\$57

The Middishade Co., Phila., 2, Pa.

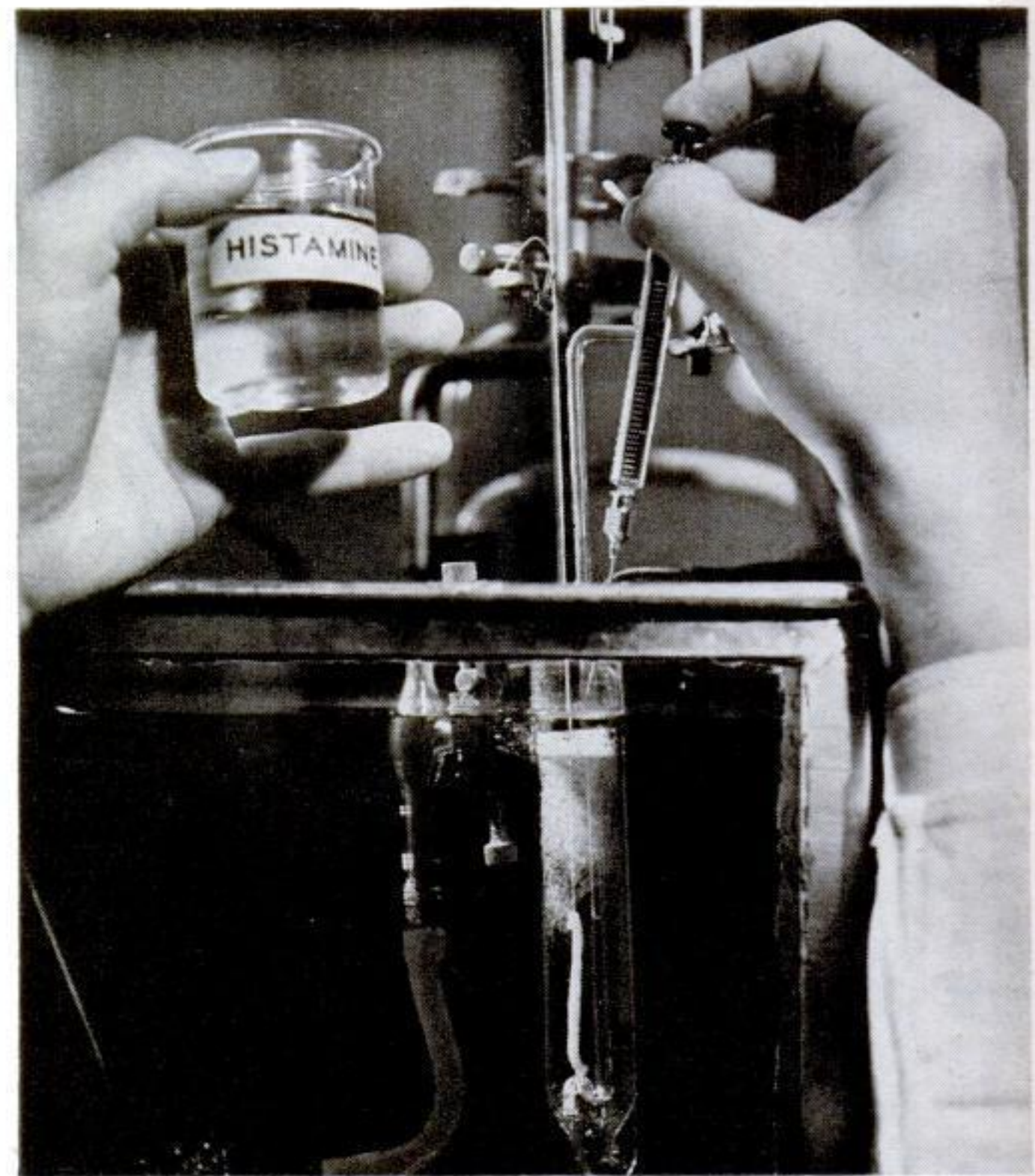
**HAIR GETTING THIN?**  
**THEN**  
**GROOM IT WITH KREML**

**TO AVOID THAT GREASY LOOK-  
KEEP SCALP MORE HYGIENIC!**

There's nothing better than Kreml to neatly groom thinning hair or sparse locks. Kreml doesn't look the least bit greasy, sticky or goeey. No dirt-catching film shows through on the scalp. Kreml always keeps hair and scalp looking and feeling so clean. AND SO VERY IMPORTANT—Kreml removes dandruff flakes (more noticeable with sparse hair); it lubricates a dry scalp, giving it a delightful tingle. Change to Kreml today.

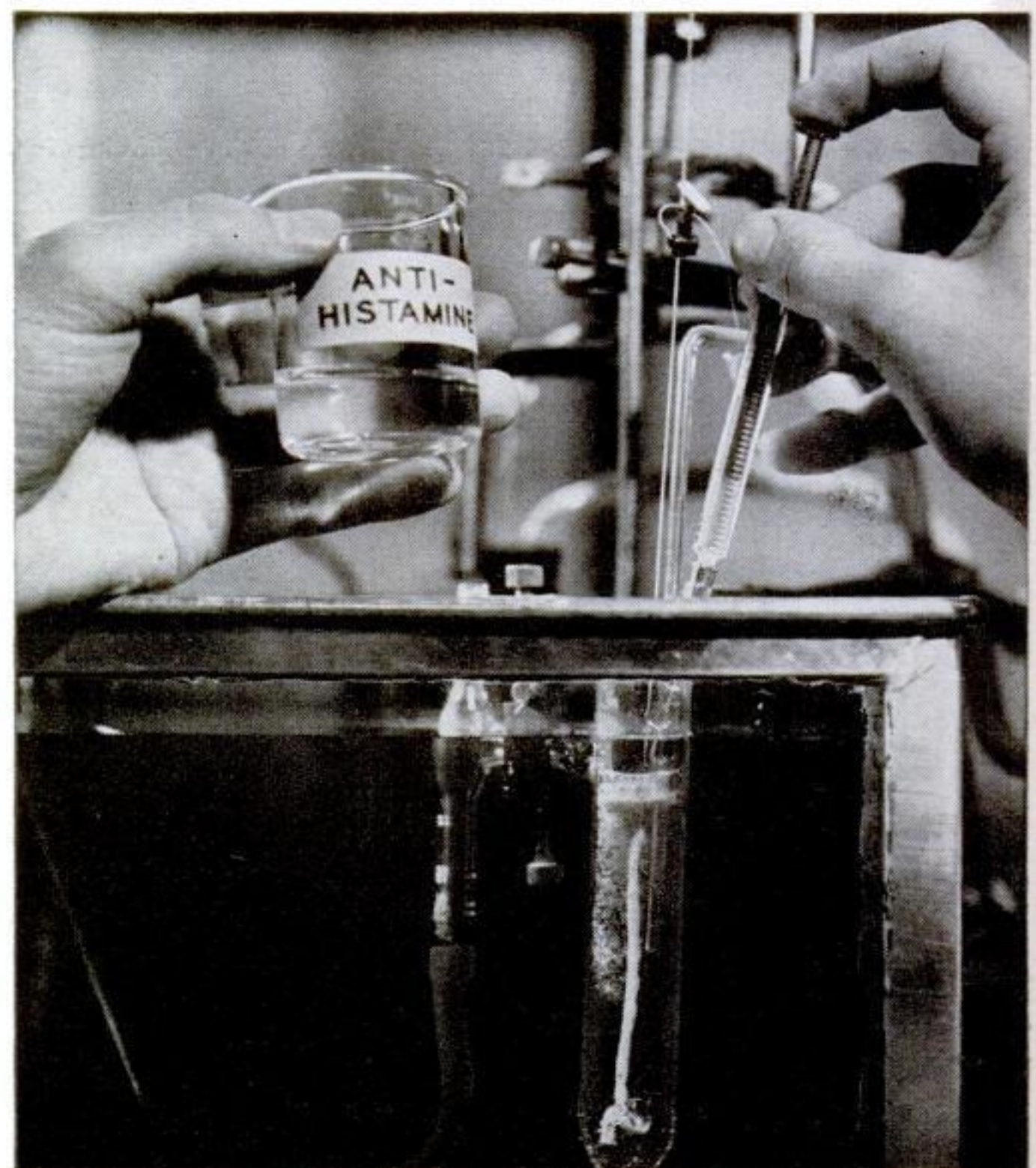



**KREML** *Hair Tonic*



## HOW DRUG AFFECTS MUSCLE TISSUES

The antihistamines probably relieve symptoms of allergies and colds by contracting small blood vessels (pp. 130, 131). They may also be able to relieve asthma by expanding constricted bronchial tubes—an opposite reaction. The drug acts differently on different structures. Bronchial tubes contain muscle tissue, on which antihistamine can have a relaxing effect. How it does so is shown by a simple test: a piece of living intestine (also smooth muscle) is placed in a warm solution. When histamine is added (above) the muscle suddenly contracts. Antihistamine (below) opposes the action of histamine, and the muscle expands.



CONTINUED ON PAGE 135



# McGREGOR\*

Golden Tee  
Sportswear

## McGREGOR

100% PURE  
NYLON ACTION  
SPORTSWEAR

The magic of Nylon in sportswear.

NYLTON JACKET...  
100% pure Nylon  
Jacket. It's light  
—wind and water  
resistant — completely washable.

15.00

NYLON BREEZE  
SPORTSHIRT...  
100% pure Nylon.  
Easy to wash —  
quick to dry —  
little or no ironing  
needed.

8.95 and 10.00

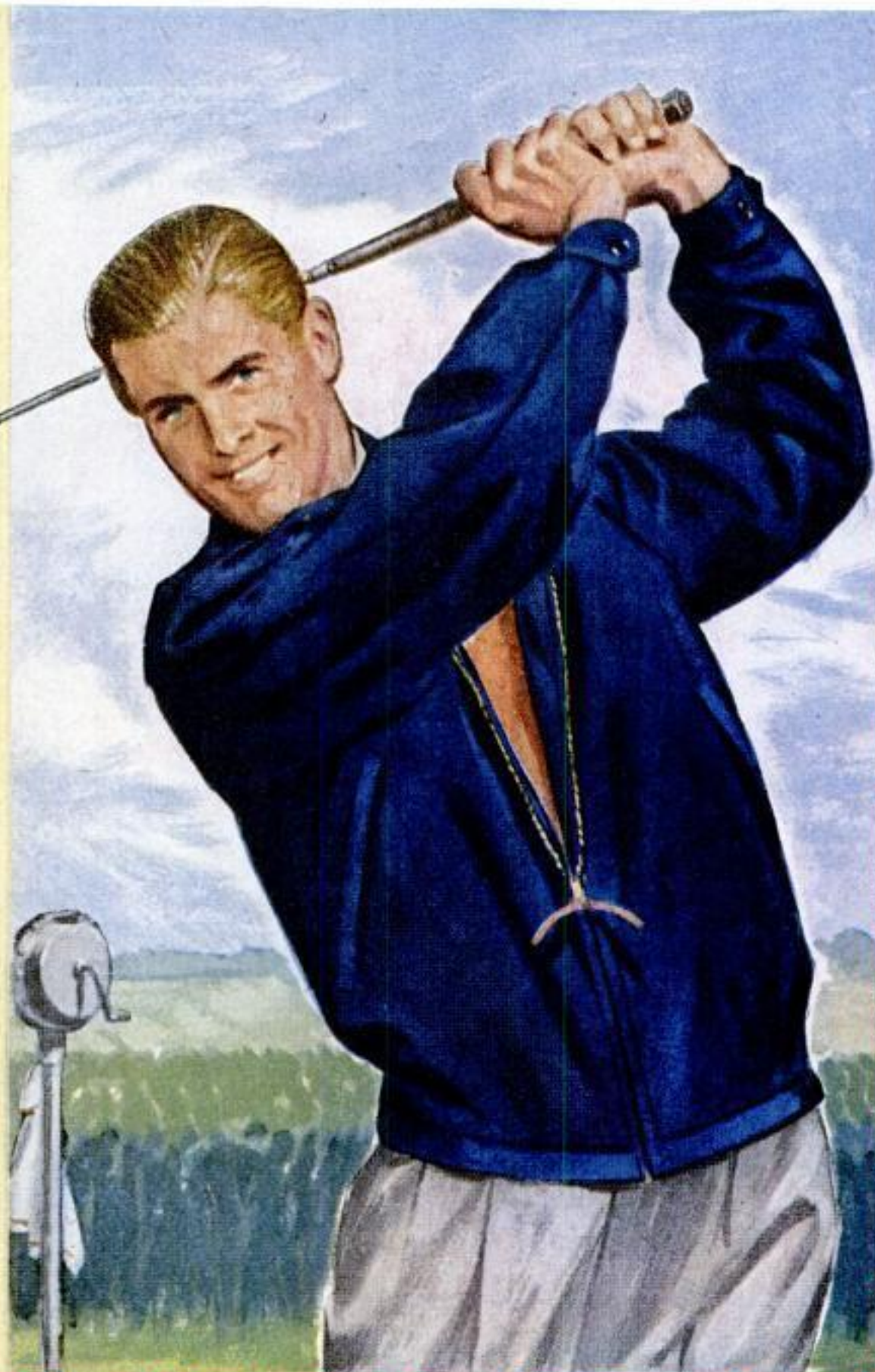
SCOTLON SWEATER  
... feather-light  
pure Nylon pull-  
over sweater. With  
matching Nylon  
slack hose.

Sweater 8.95

Hose 1.50

FLANNELON HUG-  
GER SLACKS...  
80% wool — 20%  
Nylon.

19.95



## McGREGOR

NYLON-  
PROPORTIONED  
BLENDS  
SPORTSWEAR

We added Nylon  
for strength,  
washability, and  
greater wearing  
qualities.

DRIZZLER GOLFER  
WITH NYLON...  
Nylon is added to  
the Drizzler action  
jacket to give it  
greater strength —  
amazing wash-  
ability.

10.95

WORTHYLYN  
GABARDINE  
SPORTSHIRT...  
25% Nylon is  
added to rayon  
gabardine to make  
it wonderfully  
washable.

7.95

AIRLON KNIT  
SHIRT... Nylon  
and combed cot-  
ton in equal  
amounts. Absorbs  
perspiration.

3.95

STRATOLON HUG-  
GER SLACKS... no-  
belt action inven-  
tion. 20% tropical  
weave Nylon and  
80% wool.

16.95

## McGREGOR

AIR CONDITIONED  
SPORTSWEAR

Theory of cooling  
the warm areas  
of your body  
for cool  
comfort.

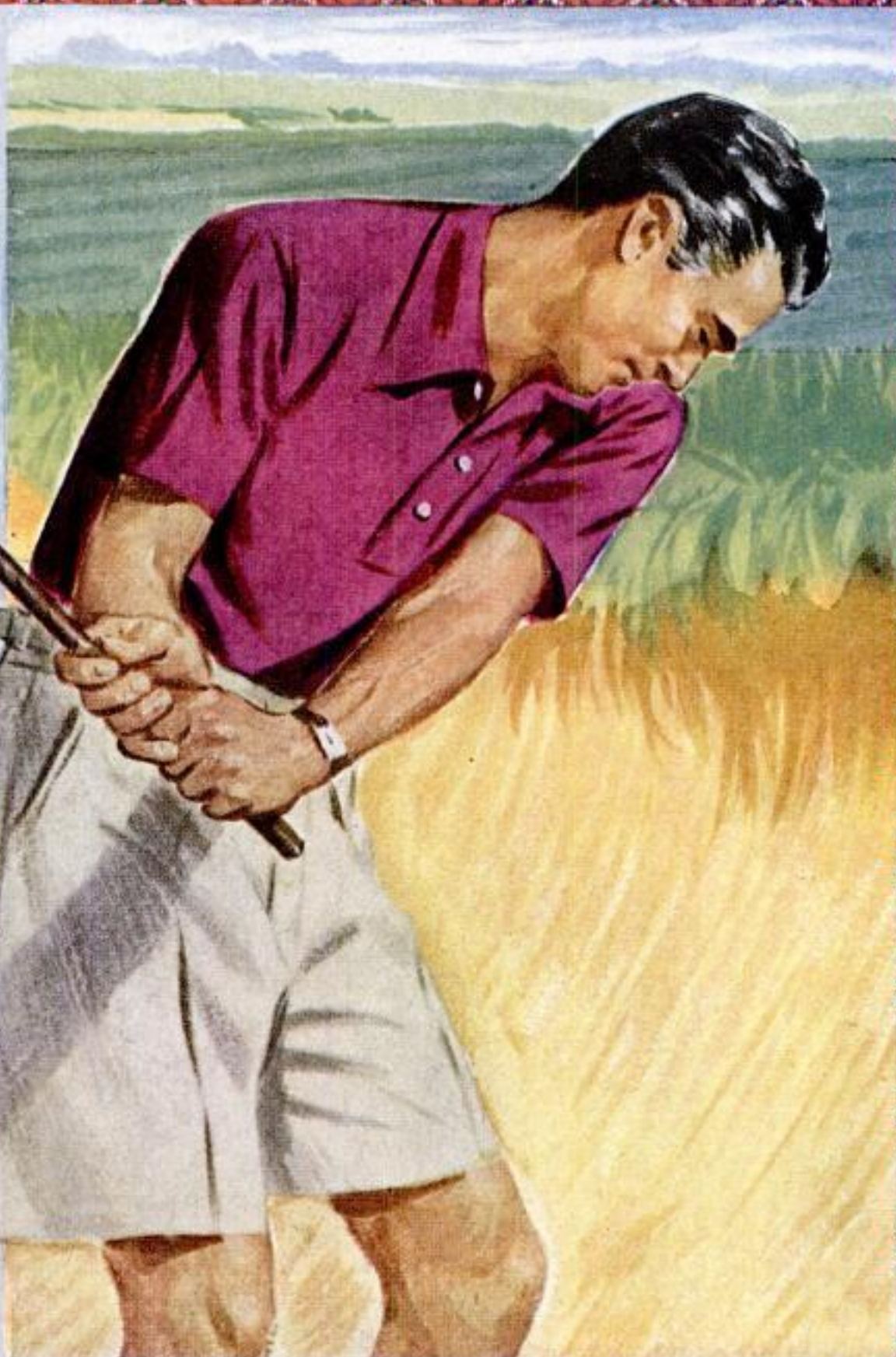
AIR CON-  
DITIONED  
KNIT POPOVER  
... washable cot-  
ton shirt you  
pop over your  
head to get into  
and out of. Air  
conditioned in-  
set under the  
arms.

2.95

ST. ANDREWS  
GOLFING  
SHORTS...  
just the right  
length — just  
the proper  
swing room.  
Of washable  
linen-like  
rayon with  
towel loop  
and huge  
pockets.

5.95

Golfing shorts  
available in  
Denim and  
Gabardine.



## McGREGOR COUNTRY CLUB JACKET

Perfect jacket for  
country club liv-  
ing and all casual  
wear.

COPA PRO HUGGER  
SLACKS... the per-  
fect golf slacks to  
match or blend  
with your Coun-  
try Club jacket.  
With the no-  
belt, action inven-  
tion.

11.95

COPA COUN-  
TRY CLUB  
LIBRE JACK-  
ET... a rayon  
fabric that  
lends itself to  
the Country  
Club tailoring.

11.95

Country Club  
jacket made in  
many fabrics.

11.95 to 17.50

LUST KNIT SHIRT  
... a rayon and  
cotton blend wash-  
able shirt.

2.95

TRADEMARK MADE IN U. S. A.

Also available in Prep and Wee sizes at Better Stores everywhere, or write — DAVID D. DONIGER & CO., Inc., 303 FIFTH AVENUE, NEW YORK 16, N. Y.



# Have clothes that look twice their price!

## IT'S EASY WITH A NEW SINGER SEWING MACHINE!

**I**F YOU LOVE the smart styles and expensive-looking details that usually come only with top price tags—here's how to have them without splitting the seams of your budget!

Make your clothes on one of the new SINGER\* Sewing Machines. Smoothest, most beautiful stitchers ever. Cabinet models from \$147.50, portables from \$89.50. Come see all their features to make elegant sewing easy.

And whenever you'd like buttons or belts covered to order—notions, lessons, any kind of sewing advice or service—just call on your SINGER SEWING CENTER.



• **New Blind Stitch Attachment** fits any SINGER Machine—sews “invisible” hems. Also available: Button-holer, Zipper Foot, many other attachments.

Polka-dot taffeta at left is made from Simplicity Pattern #3168.



• **Stitch forward or backward**, enjoy all the features of a full-size SINGER in this Featherweight Portable. Most popular model ever. Complete with case.



• **You can't beat SINGER** for dependability. World favorite 99 years. Choose any model—you'll *always* be able to get service and supplies from any SINGER SEWING CENTER. Above: modern desk.



• **Lovely cabinets!** Whether your home is modern or traditional, you'll find a SINGER style that fits perfectly. Many with matching stools, as above.



• **Fill all your notion needs** from needles to zippers, at your SINGER SEWING CENTER. And get the new “SINGER Sewing Book” with 1000 illustrations on how to handle every sewing detail.



### FOR YOUR PROTECTION

SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through SINGER SEWING CENTERS, identified by the red “S” Trade-mark and the “SINGER SEWING CENTER” emblem on the window, and never through department stores, dealers, or other outlets.

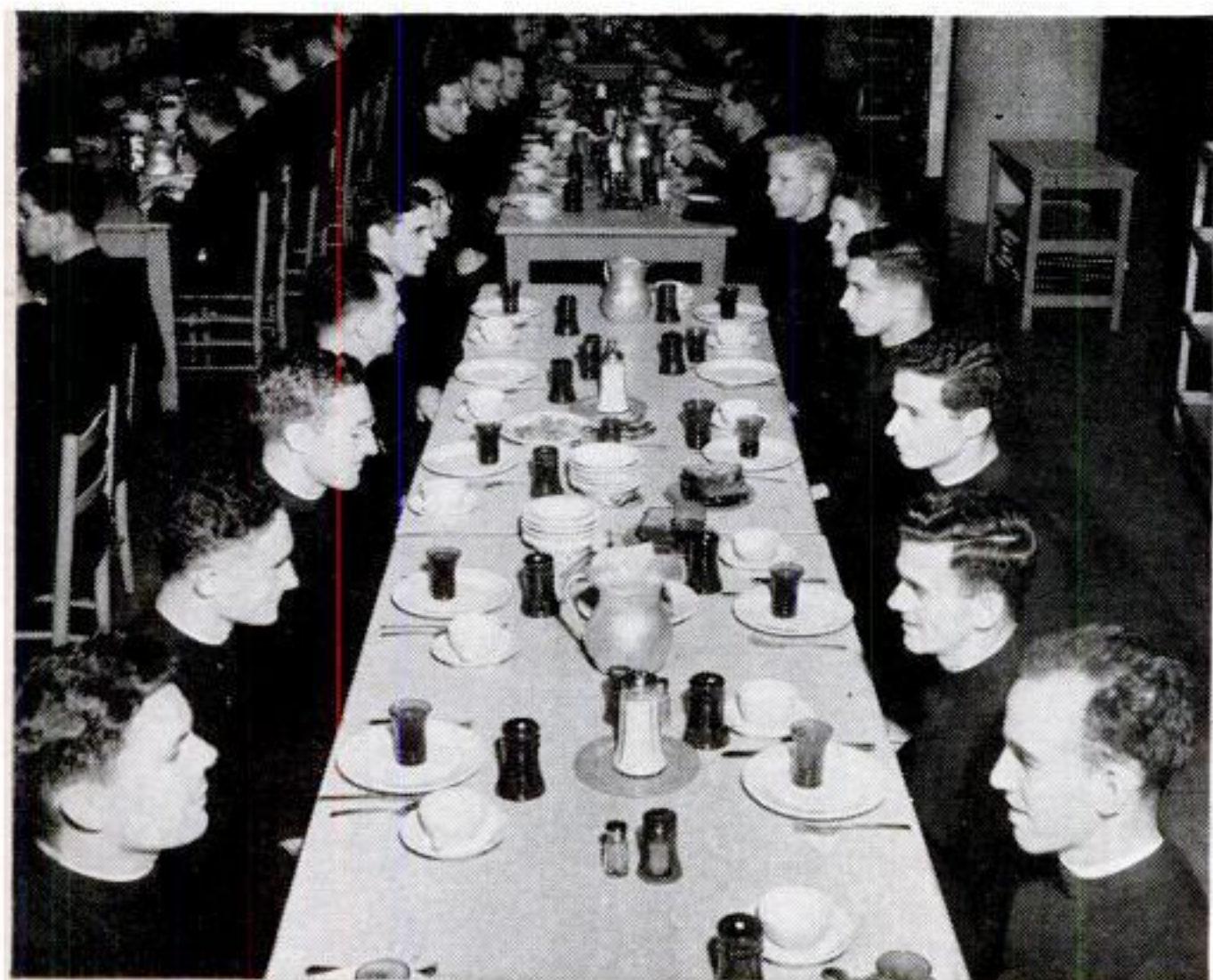
At right is SINGER SEWING CENTER at 111 North 29th Street, Billings, Mont. Hundreds more from coast to coast. For address nearest you, see classified phone directory under SINGER SEWING MACHINE COMPANY.



## SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU





TESTING of antihistamines included study of seminary students who took pills for six months. Though inconclusive, test suggested pills did some good.



PILL DISPENSERS have been set up in some stores and factories. Here salesgirls at Philadelphia's Lane Bryant department store line up for free cold pills.



ALL THESE BRANDS of cold pills (and more) are now on the market. However all are made from one or another of the five basic types of antihistamine.

## Now! The **SINGER** all-new Cleaner with **Dual Suction**

This wonderful new SINGER Vacuum Cleaner is the first to bring you *two fans* . . . for the greatest dirt-getting action you ever saw! Call your SINGER SEWING CENTER for a free demonstration in your home!



SO EASY  
TO OWN!

Only **\$7.95** down

BALANCE AS LOW AS  
\$5.00 PER MONTH  
LIBERAL ALLOWANCE ON  
YOUR PRESENT CLEANER



More marvelous **SINGER** features!

**Magic Handle!** A completely new vacuum cleaner design that puts all controls at finger-tip reach.

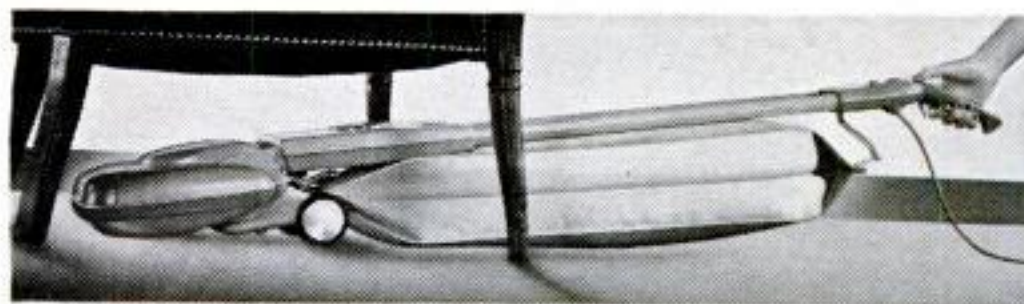
**No unwinding of cord!** Gives you extra cord as needed—gets it out of the way as you clean.

**More cleaning power** when you need it! Two-speed switch for heavy and light cleaning.

**No more foot-pedal acrobatics!** Touch the trigger—and adjust handle to any position.

**Exclusive "floating" brush** gently loosens deep imbedded dirt. Adjusts automatically to most any rug thickness.

**Easy to carry** with midway hand-grip.



↑ **Gets under furniture**—easily. Housing unit is only 5 inches high. Soft Vinylite bumper cannot mar furniture.

↑ **So easy to store!** Hangs flat against wall. Ideal for small homes and apartments. See the SINGER Cleaner today.

**For your protection** SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through SINGER SEWING CENTERS, identified by the red "S" Trade-mark and the SINGER SEWING CENTER emblem on the window, and never through other stores or outlets.



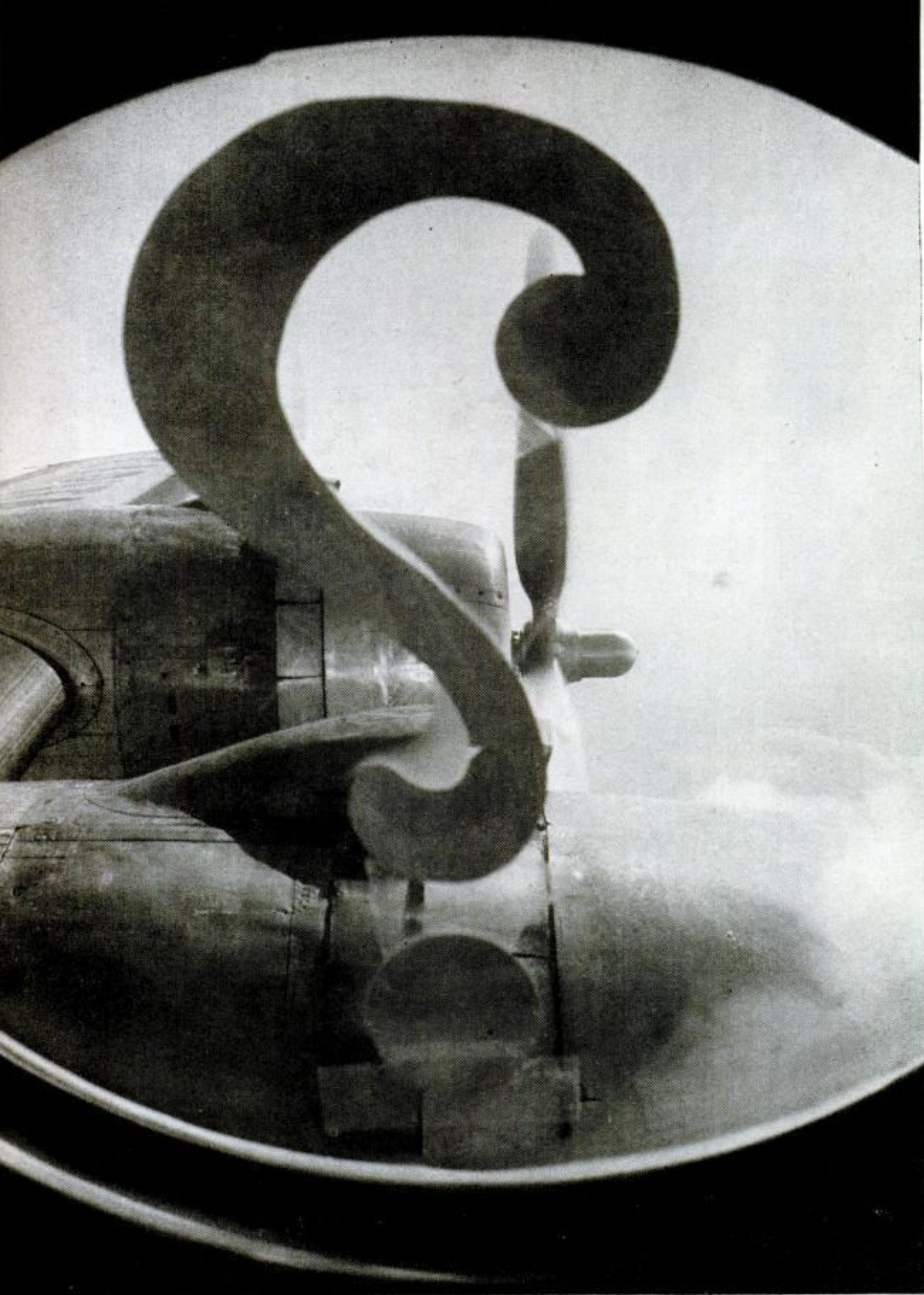
**SINGER\*** Vacuum Cleaners  
are sold only through your...

# SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

Copyright, U.S.A., 1949 and 1950, by THE SINGER MANUFACTURING COMPANY. All rights reserved for all countries.  
\*A Trade-mark of THE SINGER MANUFACTURING COMPANY





**PAPERQUESTION MARKS** were fastened to the inside of each plane window through which the passengers gaped down at the ocean for some clue to their destination.



**LITTLE TRAIN** of tractor-drawn cars, imported by Butlin from London, loads up with Mystery Flight passengers as they alight. It took them to the village 2 miles away.

## *Life Goes on a* **Forty adventurous travelers pay \$125 apiece to fly**

A big DC-4 lifted off a Philadelphia airport and rose quickly above the clouds. Aboard were 40 passengers, not one of whom knew where he was going. This was the first of a projected series of Mystery Flights now being sponsored by Capital Airlines in the hope of adding \$50,000 a year or more to its special-events revenues.

For the \$125 that each paid, the passengers, mostly Main Line Philadelphians, thus far had received only two things. One was a ticket covering transportation to, and all expenses (except tips and bar bills) for a 2½-day weekend at, a destination unknown. The other was a tip to bring warm-weather clothes (although the airline slyly placed skis and other cold-weather gear near the check-in desk). Once aloft they received maps with which to figure where they were going. To make that as hard as possible the pilot reversed the plane's compasses.

Their destination, it turned out, was 430-square-mile Grand Bahama Island



**NO CHANCE-TAKER**, despite airline's advice about warm-weather clothing, Mrs. Frances Moffat Sargent checked in at Butlin's camp wearing both shorts and a fur coat.



**BEACH LOUNGING** in 74° temperatures occupied much of the Mystery Fliers' time at Butlin's. At left is Anne Bromley, also shown on the cover. At right is her husband.





They learned where they were only as the plane circled over the island. When a second runway is completed, the airport will be able to handle 2,000 passengers per day.

# Mystery Flight

## to an unknown destination—an island in the tropics

just off the Florida Coast. There Billy Butlin, Britain's noted "Holiday King," has just opened his first Western Hemisphere vacation camp. It proved less rigorous than the typical Butlin installation in Britain, where guests are awakened each morning by the loudspeaker system's cheery "Hi-de-hi!" (they tumble out of bed and answer "Ho-de-ho!") and engage in carefully planned fun the rest of the day. Butlin's Bahamas Vacation Village consists of an airport, two restaurants and bars, a swimming pool, enormous beach, six pastel-colored dormitories and 20,000 imported tropical plants. Except in such matters as obtaining candidates for a beauty contest (p. 141), it is unregimented and gave the Mystery Fliers leisurely opportunity for spear fishing, sunning, cocktail partying and swimming in the warm waters near the Gulf Stream. As pleased with its initial experiment as were its first passengers, Capital Airlines this week began considering mystery flights to Guatemala, Jamaica and Bermuda.



**SPEAR FISHING** for bonito from a rubber raft lures Alfred Wolf into the warm water, which is so clear and shallow that it is possible for one to walk out from shore for miles.



**HALF WAY UP,** Hosiery Manufacturer Thomas Buck, who started up a palm with a native's skill, suddenly clutched the trunk. He wound up with a well-scratched chest.





**BESTFORM**

*no finer fit  
at any price*

to give you a  
smooth figure...

Bestform's whisper-light  
all-nylon girdle. Side Talon zipper,  
wonderful nylon elastic panels  
for sleek lines. Style 5462—14"  
sizes 25-32. Style 5692—16" sizes  
26-32. Nude, white, blue, black, \$5.95  
Matching nylon bra \$1.50



**BILLY BUTLIN HIMSELF** (striped tie, center) flew over for weekend. He provided Mystery Fliers with beach fires, sightseeing boats and a pigeon race.



**NATTY EVENING SHORTS** are worn (with cummerbund) by James Bentley of Conshohocken, Pa. Evening dress was optional, but most guests wore it.



**NATIVE STRAW HATS** sold very well when the travelers visited Butlin's shop which sells English woolens and china, and local goods, at devalued prices.



*Change*

WATCH BANDS  
WHEN YOU CHANGE  
YOUR COSTUME

#3039  
\$6.50

#6085  
\$7.75

GOWN BY CEIL CHAPMAN

SUIT BY PAUL FARNES

For the first time, you can change watch bands as easy as changing a necklace. Even though you have but one watch, you can wear a *different* watch band with every costume...for the marvelous new J-B End-O-Matic End lets you switch watch bands in just 8 seconds\*. See the smart, new J-B Watch Band styles at your jeweler's.

it's easy  
as changing  
a necklace  
if it's a...

**J-B**

**WATCH BAND**  
with the new END-O-MATIC End

In precious gold-filled quality—\$3.95 to \$9.50 Fed. Tax Incl.

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#6090  
\$9.50





Now you can dress 'em in

**Buster Brown**★

★ REG. U.S. PAT. OFF.

# Color Matched KNITWEAR

*Bright Companions to famous  
Buster Brown Anklets*

*Improved*

with

★ **BeBon** ★

REG. PEND.

new luxury yarn



**FIT!  
COLOR!  
WEAR!**



Dainty picot edging on trim-fitted bell cuffs. Knitted each size and half size to keep shape and fit. Sizes 4 to 6½.

Pullover — full cut; easy-to-get-into "Gripper" fastener neckline; all Knitwear with self-taped inner seams. Sizes 1-2-3-4. (Approx. 89c each.)

Creepers—"Gripper" fastener shoulder; extra wide crotch; fitted waist and leg bands. Sizes 6-12-18 months. (Approx. \$1.50 each.)

Cardigan—"Gripper" fastener opening; snug fit neckline; reversible snug cuffs. Sizes 6 months to 4 years. (Approx. \$1.50 each.)



**TRUE SIZES — FAST COLORS**

# Buster Brown★

★ REG. U.S. PAT. OFF.

Look for the NEW BUSTER BROWN Package on Counters from Coast to Coast



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WITH THIS  
FAMOUS SIGNATURE



WITH A GOVERNMENT  
BONDED STAMP



ANY WAY YOU LIKE  
FINE BOURBON



## Of Topmost Choice

When you take your first revealing sip of OLD TAYLOR, your search for a really choice bourbon will end right there. From then on you're sure to make OLD TAYLOR *your* topmost choice. It's that kind of bourbon!

*National Distillers Products Corporation  
New York, N. Y.*

# OLD TAYLOR\*

100 PROOF

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**BEAUTY CONTEST** for all lady guests was won by Mystery Flier Maureen Barbour, No. 14. Contestants were forcibly rounded up by camp attendants.



**PRICE OF FUN** in the sun is paid by well-burned Basil Stetson of Bridgeport, N.J. His wife came to his aid with Butlin-sold Orange Skin Food Cream.

ever lovely...ever washable

**SHIP 'N SHORE®**

*Blouses*

En route to everywhere...  
your classic in Irelin,\*  
Soap 'n Water\* rayon  
with the "linen-look."  
Unconditionally washable  
and permanently  
crease-resistant.  
Action back pleats,  
long tails, 11 colors.  
At all good stores.  
\$2.98



SUSQUEHANNA, 1350 B'WAY, N. Y. 18

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*Glints the Hair with  
Lustrous Color*

Use after each shampoo... covers  
gray — brightens dull hair.  
Used by millions of women for  
the past 30 years.

11 shades, 1 colorless

**GOLDEN GLINT HAIR RINSE**



Famous for *Sleep*  
to start your day *bright*

Your choice of OSTERMOOR Quality Mattresses  
...traditionally as fine as money can buy.  
Superlative in comfort, in structural excellence...  
and long wear. Therefore  
soundly economical.

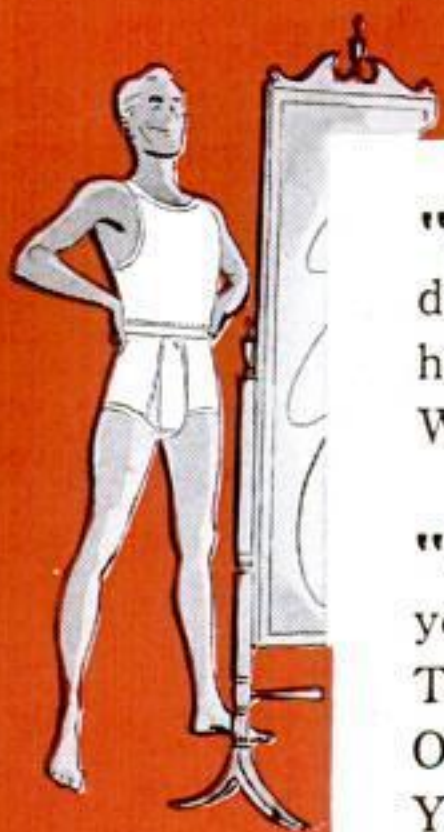
**INNESSPRING  
OSTERMOOR**  
AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS

See your Local Dealer, or write "Ostermoor"  
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**"CARTER'S TRIGS...  
THE MOST COMFORTABLE  
I'VE EVER WORN"**



**"AT LAST,** I found underwear that doesn't bunch, bind or ride up. It won't hang like a flour sack after it's washed. Waist and cuff elastic stay elastic.

**"HERE'S THE TEST** to make if you are as hard to convince as I was: Try Trigs shirts and shorts yourself. One day's wear will prove I'm right. You can't beat 'em."

**NOTE TO WIVES:** Carter's Trigs are easy to wash. Made of soft, combed cottons, *they need no ironing.* There are Trigs for boys, too — made like Dad's.



**Carter's TRIGS**  
BRIEFS, MID-LENGTHS AND LONGS... ATHLETIC AND T-SHIRTS... AND SUITS  
**FOR MEN AND BOYS**  
Needham Heights 94, Mass.

## MISCELLANY



CORSETED COW WITH BRIDAL BOUQUET LEADS DRUM CORPS IN PARADE

## SWISS MAJORETTE

**She is a big attraction in Basel's carnival**

When a normally unemotional and self-contained person lets off steam, it makes a special noise. Thus, when the traditionally stolid, solid Swiss of Basel celebrate their final fling before the arrival of Lent with their 700-year-old *Fasnacht* carnival, they make a noise that is deafening. This year 26 drum corps led by merrily costumed "majorettes" like the one above went thundering down the streets, trailing elaborate floats, wildly costumed paraders and blaring brass bands. It lasted for three days and nights. The Swiss are crazy about drums.

CONTINUED ON PAGE 144





*Business competition...*



*produces ideas...*



*that get results.*



*From competition*



*in oil research...have come 1200 oil products...for your comfort and convenience.*

**M**ANY A SUCCESSFUL MAN will tell you—confidentially—that he owes much of his success to his rivals. They keep him on his toes.

Rivalry works the same way in the oil business. From rocket fuels to rust preventives, every one of the 1200 products developed by the oil industry was born out of rivalry and brought up on competition.

Today, you're getting the world's finest fuels, lubricants and gasolines—at the world's lowest prices—because many thousands of individual oil firms of

all sizes are competing with rivals to earn *your* approval, win *your* business. Competition spurs each firm on: to discover more oil; deliver it faster, cheaper; develop more and better oil products; improve service—right from the oil wells to your neighborhood service station.

For an individual or an industry, the freedom to compete means freedom to progress. The constant competition in oil is *your guarantee* of progress in this important American industry.

*Thousands of oil companies mean competition...  
competition means progress...  
progress means better living for everyone*



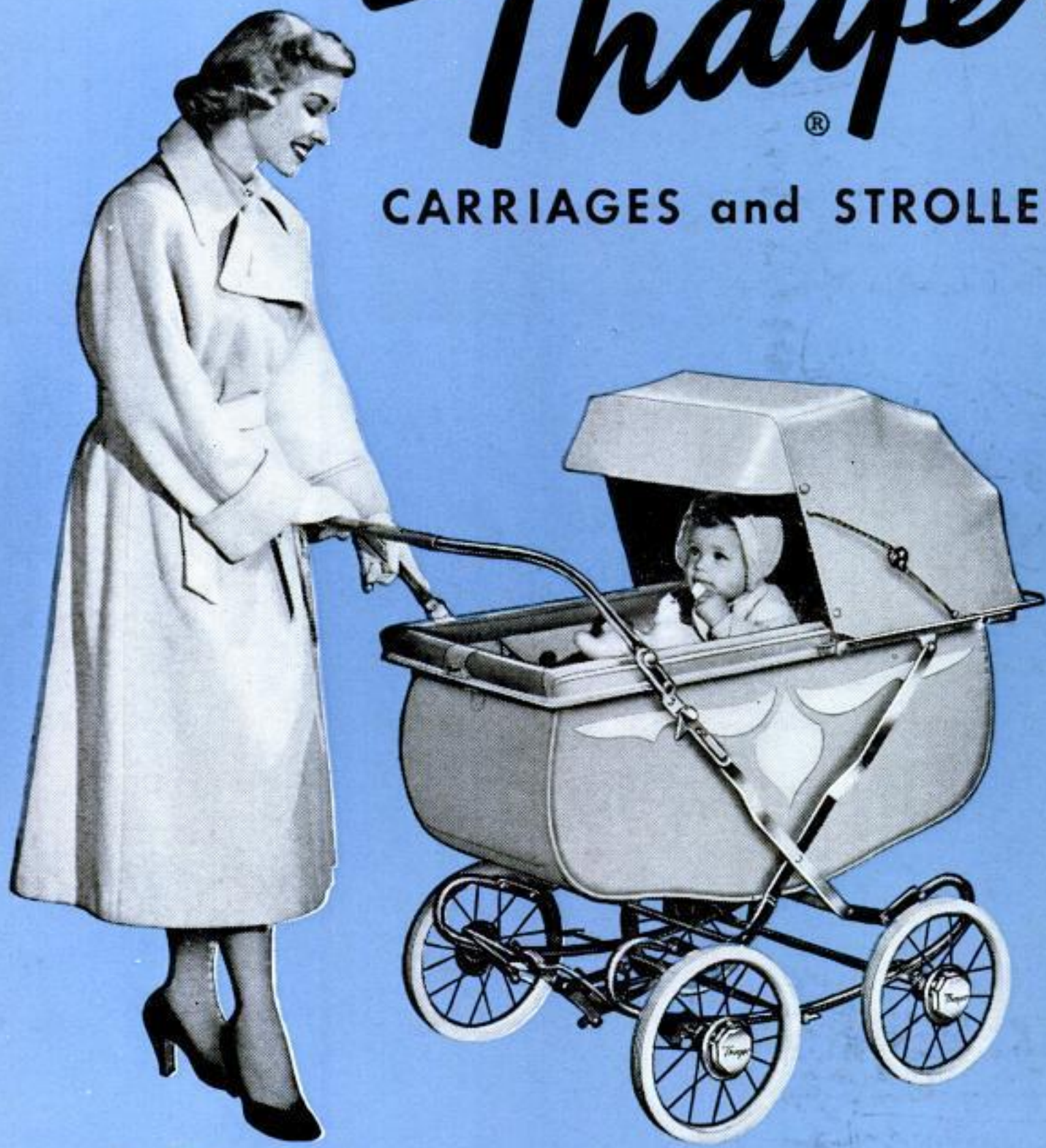
Oil Industry Information Committee, 50 West 50th Street, New York



Brightest Stars in the Baby Parade!

**Thayer**<sup>®</sup>

CARRIAGES and STROLLERS

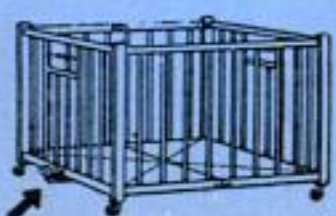


**THE Thayer "ULTRA-COACH"** So light and easy to handle...yet so ruggedly *safe*, because it's built by the makers of America's finest and safest baby vehicles. And it's comfortable as a dream-cloud, with luxurious upholstery and Feather-Touch 3-way adjustable back rest. Handle adjusts to mother's height...big rubber-tired wheels have self-oiling squeakproof bearings. Choice of lovely colors...and there's a big surprise for you in its *low price*!

**THE Thayer HOLLYWOOD STROLLER** A luxurious canopied throne on wheels...for sit-up strolling when baby graduates from a carriage...or for *all-purpose* use as a reclining coach, too...because the adjustable back rest and an ingenious 1-second change in the footwell turns it into a full-length carriage, where baby reclines in draftproof comfort. Self-oiling squeakproof wheel bearings and all the famous Thayer features. And the Hollywood is just one of many Thayer Strollers, with a style for every taste and purse!



See these THAYER beauties at your favorite store...or send 10¢ Thayer, Inc., Dept. L-6 Gardner, Mass. for your copy of "PRIMER FOR PARENTS."



**Thayer**  
"TOPS FOR TOTS"  
in baby carriages  
and juvenile  
furniture



Swiss Carnival CONTINUED



**SAD ANGEL** wears long underwear for no particular reason. Less angelic paraders made savage fun of international public figures or Swiss politicians.



LLOYD NOLAN, famous movie star and fine host, says:

"Come, join me in a drink of

**SCHENLEY**

you'll agree it's  
richest, smoothest of all"



ENJOY RICHER, FINER TASTE  
FROM SCHENLEY THE HOUSE OF AGED WHISKIES

RARE BLENDED WHISKEY 86 PROOF. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 5 YEARS OR MORE OLD. 35% STRAIGHT WHISKEY. 65% GRAIN NEUTRAL SPIRITS. © 1950, SCHENLEY DIST., INC., N.Y.C.





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**ZACHARY SCOTT** says...

*"I know Chesterfield buys the best tobacco  
because that's the kind they buy from  
me on my farm near Richmond, Va.  
I HAVE ALWAYS SMOKED CHESTERFIELDS  
AND I KNOW YOU'LL LIKE THEM"*

ZACHARY SCOTT CAN BE SEEN STARRING IN  
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**A** *lways* **B** *uy* **C** **CHESTERFIELD**

*...they're definitely Milder Zachary Scott*